

Midwives Alliance Annual Conference

October 14-17, 2010
near Nashville, Tennessee

*Advertising &
Sponsorship
Opportunities*



The Midwives Alliance of North America, together with the Farm Midwifery Center, the Tennessee Midwives Association, and the Tennessee ACNM Chapter, will hold its 28th annual International Conference, entitled "Returning to our Roots, Sowing Seeds for our Future," October 14-17 in Franklin, Tennessee (near Nashville).

Tennessee is a state rich with history, natural beauty, music, and of course, MIDWIVES! We are planning a rejuvenating and educational weekend with preconference classes hosted at the Farm Midwifery Center!

Speakers will include: Ina May Gaskin, Robin Lim, Geraldine Simkins, Barbara Katz Rothman, Carol Leonard, Makeda Kamara, Holly Kennedy, Harriette Hartigan and many more.

Conference Location and Destinations

This year's annual conference will be hosted at the Franklin Marriott Cool Springs, located in Franklin, Tennessee, just 20 minutes south of Nashville. The hotel is surrounded by upscale shopping, dining and historical sites. On preconference Thursday, a few of the activities we'll be offering include tours of the Grand Ole Opry and Opryland, The Adventure Science Center and Planetarium and the historic Carnton plantation, rich in Civil War history.

Making guests feel right at home, the hotel offers wireless internet throughout their excellent meeting facilities, in addition to a full fitness center and indoor pool. The Midwives

Alliance exhibit hall will be very centrally-located, enabling attendees convenient access to the many and varied offerings of our partners, sponsors and selected conference vendors.

The following pages outline a variety of sponsorship, exhibiting and advertising opportunities for your consideration. We invite you to review them, and we do hope you'll choose to participate in the annual Midwives Alliance conference this October!

Attendance

We expect between 300-400 conference attendees comprised of midwives, nurses, physicians, childbirth educators, doulas, parents, midwifery students, and childbirth advocates. Supporting their work as a conference sponsor, exhibitor, or advertiser offers an opportunity to connect with the birth community and gain valuable exposure and recognition for your brand.

The following pages outline the many and varied possibilities for supporting the 2010 Midwives Alliance conference.

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The 2010 Midwives Alliance International Conference:
Returning to our Roots, Sowing Seeds for our Future



Sponsorship Opportunities at Midwives Alliance 2010

There are a variety of levels of sponsorships available at the 2010 Midwives Alliance Conference. In addition, sponsorship and advertising packages can be customized upon request.

Platinum Level Sponsor: \$5,000

(Please note that \$10,000 Sponsors will receive Category Exclusivity)

- FULL page ad in final program (400 copies printed)
- Two full conference registrations
- Exhibition table for the duration of the conference
- Acknowledgement as Platinum Level Sponsor on posted signage for sponsoring one luncheon
- The Midwives Alliance President will verbally acknowledge your company's sponsorship during opening and closing remarks
- Company name/logo featured on:
 - Registration brochures distributed to approximately 7,500 birth care professionals
 - Inclusion in "Sponsor Thanks" page of the Final Program, along with description and web site listing
 - Midwives Alliance website as a Platinum Conference Sponsor, including a link to your organization
- Inclusion of your corporate promotional items in attendee gift bags

Gold Level Sponsor: \$2,500

- HALF page ad in final program (400 copies printed)
- One full conference registration
- Exhibition table for the duration of the conference
- Acknowledgement with posted signage for sponsoring one coffee break
- Midwives Alliance representative will verbally acknowledge your company's sponsorship during opening and closing remarks
- Company name/logo featured on:
 - Registration brochures distributed to approximately 7,500 birth care professionals
 - Inclusion in "Sponsor Thanks" page of the Final Program, along with description and web site listing
 - Midwives Alliance website as a Gold Conference Sponsor, including a link to your organization
- Inclusion of your corporate promotional items in attendee gift bags

Silver Level Sponsor: \$1,000

- QUARTER page ad in final program (400 copies printed)
- Exhibition table for the duration of the conference
- Company name/logo featured on:
 - Registration brochures distributed to approximately 7,500 birth care professionals
 - Midwives Alliance website as a Silver Conference Sponsor, including a link to your organization
 - Inclusion in "Sponsor Thanks" page of the Final Program, along with description and web site listing
- Inclusion of your corporate promotional items in attendee gift bags

Social Sponsorship

Midwives Alliance conferences are not solely educational and informational—they also offer time to rest, rejuvenate, and reconnect with other attendees. Sponsorship opportunities are available to underwrite these conference events as well, including coffee and tea breaks, the "Red Tent" relaxation area where participants can enjoy a massage, and a celebratory dance featuring a live band on the last night of the conference.

Social Sponsorship prices include: *

- Opening Ceremony: \$9,500
- Dance: \$8,750
- Cocktail reception: \$7,500
- Coffee Break: \$2,500
- Red Tent Sponsorship: \$2,500
- MANA Massage Room: \$1,500

* it is also possible to co-sponsor a social event with another organization.

For more information about becoming a sponsor—

Contact Camille Abbe, the Midwives Alliance conference coordinator at 917.373.6615 or conferencecoordinator@mana.org.

Please Note

Midwives Alliance sponsorships are awarded on a first-come, first-served basis and are available until all applications and payment have been received by the Midwives Alliance. Category exclusivity will only be considered for sponsors of \$10,000 or more. All promotional material must be approved by the Midwives Alliance in advance of the conference, and the Midwives Alliance reserves the right to decline any sponsor or promotional material it deems inappropriate.

The Midwives Alliance of North America

is a not-for-profit organization dedicated to ensuring access to community based maternity services for every pregnant woman with the goal of placing midwifery at the core of maternity care. The Midwives Alliance is supported by an international membership of midwives, nurses, physicians, childbirth educators, doulas, parents, midwifery students, and childbirth advocates.



Exhibiting at Midwives Alliance 2010

Exhibitor Information

Purchasing a table in the Midwives Alliance 2010 Exhibit Hall is another way to promote your business. This conference attracts many birth professionals interested in a wide variety of items, ranging from jewelry to new products on the birth market. The prices listed on the application are for a space that includes one six foot table with skirting and two chairs. These fees do not include conference registration or meals. Please indicate on the reservation form if you need electrical power, (it is not included), and pricing will be shared with you, as it must be contracted directly with the hotel. Please feel free to reserve two or more spaces if necessary. We will try to accommodate any special requests.

Set-up will be available starting after noon on Thursday. The official conference opening is Thursday evening, with the exhibit area officially opening on Friday at 9 am. In hopes of making the exhibit hall friendly to exhibitors as well as profitable, the exhibit hall will not be open on pre-conference day when traffic is slow. There will be set hours during the conference for attendees to visit the hall; this will make it easier for exhibitors to plan their day. The exhibit hall schedule will be finalized as the program comes together and will be sent with a confirmation e-mail once the application and payment have been received. As in years past, exhibit hall will be open for blocks of time on Friday, Saturday, and Sunday (breakdown from 3-5pm).

Exhibiting Reservation Form

Name of Business: _____

Detailed Product Description: _____

Contact person: _____ Address: _____

City: _____ State: _____ Country: _____ Postal/Zip Code: _____

Telephone: _____ Email: _____

Exhibit Space (includes one 6 foot table and 2 chairs)

- MANA Chapter or Region \$150
- Non-Profit Organization/Small Business (annual net income <\$20,000) \$250
- Large Business (annual net income >\$20,000) \$425

Special Requests (check all that apply):

- Electrical power (extra charges apply from the hotel, a pricing form will be provided if you check this box)
- Wall space (any signs will need to be free-standing)
- Sending packages ahead of time (a detailed shipping information page, including pricing is on Page 6. Packages must not arrive to the hotel earlier than 3 days before the event);
- Other (describe) _____

Payment and Shipping Details

- All payments must be made by September 20, 2010.
- Send all completed applications, payments, and/or inquiries to: Kelley Daniel, 5426 Madison St., Hilliard OH 43026, 614-570-7059, exhibits@mana.org
- Shipping packages to the hotel: (details on Page 6)

Please Note

The Midwives Alliance reserves the right to reject, restrict, or dismiss any exhibit that the Midwives Alliance Board of Directors deems unacceptable or inappropriate.



Advertising at Midwives Alliance 2010

Advertising in the Conference Program

Every participant receives this full conference program upon check-in at the event. Pricing listed below. Camera-ready black and white copy and payment must be received by September 20 to be published in the program.

Send **all** completed applications, payments, and/or inquiries to: Kelley Daniel, 5426 Madison St., Hilliard OH 43026, 614-570-7059, exhibits@mana.org

Camera-ready artwork should be sent via e-mail to newsletter@mana.org or mailed directly to Tina Williams, PO Box 764, Bolivar, MO 65613. Please contact her with artwork-related questions.

Advertising Registration Form

Name of Business: _____

Detailed Product Description: _____

Contact person: _____ Address: _____

City: _____ State: _____ Country: _____ Postal/Zip Code: _____

Telephone: _____ Email: _____

- Business card (2" high x 3.5" wide) . . . \$60
- Quarter page (4.5" high x 3.25" wide) . . \$85
- Half page (4.5" high x 7.5" wide) . . . \$130
- Full page (10" high x 7.5" wide) \$185

Including Items in the Registration Packet

Consider placing your promotional literature or samples of your product in our attendee registration packet. Even without your presence at the conference, all participants will have access to information about your business. Pricing listed below. Payment and literature and/or sample must be received before September 20.

Send **all** completed applications, payments, and/or inquiries to: Kelley Daniel, 5426 Madison St., Hilliard OH 43026, 614-570-7059, exhibits@mana.org

Please send packet inserts directly to Lindsey Carr-Ruck, 1405 Brenthaven Dr., Brentwood, TN 37027, 615 944 5099, email: LindseyCarrRuck@gmail.com

Please clearly mark the outside of the package with your business name and that it contains registration packet inserts. Please also fill in ALL contact information above as well as choosing what packet space you want below.

Registration Packet Space

- Brochure, flyer, or pamphlet (maximum 4 pages, 8 ½"x11") \$110
- Product sample, catalog, booklet (> 4 pages, 8 ½"x11") \$160

Scholarships and Donations at Midwives Alliance 2010

Scholarships

Contribute to the Midwives Alliance Scholarship Fund and help midwives who are constrained financially to attend the conference and share their expertise with the international midwifery community, as well as learn valuable information to bring back to their own communities. Any monetary contribution toward scholarships is appreciated. Sponsor a scholarship of \$300 or more, and you will receive a full-page ad in the conference program.

Camera-ready advertising copy and payment must be received by September 20 for publication in the conference program.

To discuss possible scholarship opportunities please contact Christy Tashjian, 9001 Oak Valley Rd, Austin TX 78737, 2ndvp@mana.org, 512-301-7557.

Raffle Contributions

The raffle is **big** fun, and your contribution is guaranteed to get big exposure.

Every year at the conference we have a large raffle table in the exhibit hall; it gets lots of attention. We are looking for high quality, birth related products, books, artwork, etc. We will not accept gift certificates for services to local practitioners as this does not appeal to many of the people who attend from all over the country.

Please provide a description of the item on the reservation form. If you are not coming to the conference, your donation can be shipped to Lindsey Carr-Ruck, 1405 Brenthaven Dr., Brentwood, TN 37027, 615 944 5099, email: LindseyCarrRuck@gmail.com. **Please clearly mark on the outside of the package that it is a raffle donation.**

Name of Business: _____

Detailed Product Description: _____

Contact person: _____ Address: _____

City: _____ State: _____ Country: _____ Postal/Zip Code: _____

Telephone: _____ Email: _____

Raffle donation for MANA raffle, Description and Value: _____

To coordinate donating a raffle item, please contact Lindsey Carr-Ruck, 1405 Brenthaven Dr., Brentwood, TN 37027, 615 944 5099, email: LindseyCarrRuck@gmail.com



Package Shipment Information

All Packages should be shipped and *individually* labeled to the hotel with the following information:

FRANKLIN MARRIOTT COOL SPRINGS
MIDWIVES ALLIANCE NORTH AMERICA (MANA)
ATTENTION: (Registered Guest Name with Check in Date)
700 COOL SPRINGS BLVD
FRANKLIN, TN 37067
HOTEL CONTACT NAME (if applicable)

Multiple boxes/containers should each be marked as follows:
“(Box number) of (total number shipped)”. For example: Box 1 of 4, Box 2 of 4, etc.

Shipping Policies:

- 1) All packages sent should be labeled as listed above.
- 2) The hotel will accept shipments only the preceding three (3) days before the event. Shipments received earlier than three (3) days before the event will be assessed a \$25.00 per day storage fee.
- 3) Hotel will provide delivery to the event location on the date of setup. Group Representatives/Exhibitors are responsible for all unpacking and setup of exhibit items.
- 4) At the conclusion of the show the Group Representative/Exhibitors will be responsible for all dismantling, repacking and sealing of outbound shipments.
- 5) All outbound shipments will require completed shipping documents, including billing account numbers. Hotel will provide pickup by designated shipping vendor.

Incoming Shipping Charges:

(Charge includes receiving, storage, handling and outbound shipping)

Express Packs/Envelopes:	Complimentary
Box/Container under 25 pounds:	\$5.00 each
Box/Container 25 pounds or more:	\$10.00 each
Pallets/Freight Items:	\$50.00 each

All package charges for individual guests/exhibitors registered with the hotel will be placed on the guest room folio.

