

19TH ANNUAL DONA INTERNATIONAL CONFERENCE VIRTUAL CONFERENCE | JULY 19 & 20, 2013



SPONSOR / EXHIBITOR PROSPECTUS

INNOVATION AND COLLABORATION
BIRTH AND POSTPARTUM DOULAS | BIRTH AND PARENTING EDUCATORS
LACTATION PROFESSIONALS | NURSES | MIDWIVES | PHYSICIANS
MASSAGE THERAPISTS | FAMILY ADVOCATES | AND OTHERS

DONA[®]
International

Exhibiting at the DONA International conference is fun, rewarding and exciting, and this year exhibiting at the virtual conference is no exception. Hundreds of maternity care professionals are expected to register, and they all look forward to visiting each exhibit and learning more about products and services that will help them in their profession. The majority of our participants are doulas, birth and postpartum support professionals, who work directly with mothers, fathers, babies, siblings and other health care providers. Birth doula services usually include several prenatal visits, attendance at labor and birth, lactation support and follow-up postpartum contact. Postpartum doulas meet prenatally with clients and work with the family following the birth providing breastfeeding support, newborn care, siblings and other support in adjusting to the new family dynamics. Because the doula profession continues to grow, the market is open for many opportunities for product education. DONA International is the oldest and largest doula organization in the world with over 6000 members. Many of our member doulas are also childbirth educators, lactation consultants, massage therapists, nurses and parent educators. Make your organization's or company's presence and products known to our registrants and to expectant and new families with whom these professionals work throughout the year.

Event Sponsorships

Take this valuable opportunity to support DONA International and our mission to help birthing families by becoming a sponsor of our 19th annual conference. The event will be available for on-demand viewing for 90 days following the July debut, offering you on-going exposure to hundreds of doulas and other childbirth professionals. All sponsors will be listed on the conference website and on our social media sites in recognition of their support of childbirth professionals and new families.

General Session Sponsorships (4 Available)	US \$1,250	<ul style="list-style-type: none"> • Logo placement on the conference landing and sponsor web pages along with up to a [50] word description and logo placement on sessions page • Logo placement on the placement on the sessions page • Link to your website • Opportunity for a 15-20 second ad before the start of the session • Long-term exposure to conference attendees for 90 days after the debut event • Downloadable list of all session attendees
Lobby Sponsor (1 Available)	US \$850	<ul style="list-style-type: none"> • Logo placement on the conference landing, sponsor web pages along with up to a [25] word description • Link to your website • Long-term exposure to conference attendees for 90 days after the debut event • List of 100 conference attendees
Concurrent Session Sponsor (6 Available)	US \$625	<ul style="list-style-type: none"> • Logo placement on the conference landing and sponsor web pages along with up to a [25] word description • Logo placement on the session web page • Link to your website • Long-term exposure to conference attendees for 90 days after the debut event • Downloadable list of all session attendees

Exhibits

DONA International recognizes that exhibitors and conference participants benefit from sharing information on products and doula needs. With the ability to reach hundreds of doulas and childbirth professionals the DONA International virtual conference allows your company or organization to reinforce your message and your brand in a dynamic way.

- 1. Increase Exposure:** Your company logo will be included on the DONA International conference website which reaches doulas and childbirth professionals all over the world.
- 2. Reinforce Your Message:** Your company literature and multimedia-based content will be distributed to conference attendees through a branded, virtual booth.
- 3. Social Media Presence:** Your company will be recognized on DONA International's Facebook and Twitter accounts as valued exhibitors. Links directing to online company content will be placed within sponsor-focused posts and/or tweets.

Exhibitor amenities include:

- Logo placement on the Exhibit Hall web page
- Link to your website
- 15% discount off conference registration fee
- Downloadable attendee reports plus a database of all conference attendees
- Exhibit booth will be accessible for 90 days following the debut event.
- Recorded welcome message
- Customizable search buttons and background
- Document files
- Video upload
- Live chat

Exhibitors may not advertise any other national or international birth and/or postpartum doula certification programs or organizations. DONA International reserves the right to refuse acceptance of any exhibitor.

Exhibitor Options

Special Offer for Past Conference Exhibitors

Deadline: 5 pm (EDST) on April 15, 2013

Commercial	US \$700 per exhibit
Non-profit	US \$550 per exhibit
Author ¹	US \$550 per exhibit

Early Bird

Deadline: 5 pm (EDST) on May 15, 2013

Commercial	US \$775 per exhibit
Non-profit	US \$625 per exhibit
Author ¹	US \$625 per exhibit

After 5 pm (EDST) on May 15, 2013

Commercial	US \$900 per exhibit
Non-profit	US \$700 per exhibit
Author ¹	US \$700 per exhibit

¹ AT THIS RATE, EXHIBIT SPACE AND MERCHANDISE IS LIMITED TO AUTHOR'S OWN PERSONAL WORK.

Demonstration

A demonstration of what you can expect on the virtual platform can be found here.

http://bits_video.s3.amazonaws.com/VCO-BoothDemo.f4v

or MP4 download

http://bits_video.s3.amazonaws.com/VCO-BoothDemo.mp4

Right of Refusal

DONA International reserves the right to refuse any product. All Sponsors and Exhibitors must agree to comply with the World Health Organization Code regarding marketing of breastmilk substitutes.

(www.who.int/nutrition/publications/code_english.pdf)

This document contains the following important provisions:

- NO advertising to the public of any infant formulas, follow-up formulas or any other food or drinks marketed for infants under the age of six months, feeding bottles or pacifiers.
- NO free formula samples to mothers.
- NO promotion of such products in health care facilities, including distribution of free or low-cost supplies or gift packs.
- NO company sales representatives to advise mothers.
- NO gifts or personal samples to health workers.
- Information about infant feeding provided to health workers should be scientific and factual.
- ALL information on artificial infant feeding, including that on labels, should explain the benefits of breastfeeding and the cost and hazards associated with artificial feeding.
- Unsuitable products, such as sweetened condensed milk, should not be promoted for babies.
- Manufacturers and distributors should comply with the Code's provisions even if countries have not adopted laws or other measures (Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding).

DONA International

35 E. Wacker Drive, Suite 850
Chicago, IL 60601

Phone: (888) 788-DONA (3662)
Fax: 312-644-8557

E-mail: Exhibits@DONA.org
Web: www.dona.org

Questions about sponsoring or exhibiting?
**Contact the DONA International
Exhibit Chair by e-mail at
Exhibits@DONA.org.**



Sponsor / Exhibitor Application and Contract

2013 DONA International Virtual Conference

Please complete BOTH pages and send via fax, e-mail or mail to:

Fax: 312-644-8557

E-mail: Exhibits@DONA.org

Mail: 35 E. Wacker Dr, Suite 850, Chicago, IL 60601

Sponsor / Exhibitor Name (PLEASE PRINT CLEARLY):			
Address:	City:	State/Province:	Zip/Postal Code:
Phone:	Fax:		
E-mail:	Website:		
Contact person for this event:			
Address:	City:	State/Province:	Zip/Postal Code:
Phone:	Fax:		
E-mail:	Website:		
Please list all product(s) and/or service(s) to be exhibited:			
Name(s) of the person(s) officially representing the exhibitor at this conference (PLEASE PRINT CLEARLY)			
1.		2.	
I would like to take advantage of the following opportunities: Deadline: 5 pm (EDST) May 15, 2013			
<input type="checkbox"/> Exhibit: (CHECK DESIGNATION BELOW AND WRITE IN CORRECT DOLLAR AMOUNT HERE)			\$ _____
	Past Exhibitor Special by 5 pm (EDST) April 15, 2013	Early-Bird By 5 pm (EDST) May 15, 2013	After 5 pm (EDST) May 15, 2013
<input type="checkbox"/> Commercial	US \$700	US \$775	US \$900
<input type="checkbox"/> Non-profit	US \$550	US \$625	US \$700
<input type="checkbox"/> Author (INITIAL ON FOLLOWING PAGE)	US \$550	US \$625	US \$700
<input type="checkbox"/> Conference Sponsorship (CHECK THE DESIGNATION BELOW AND WRITE IN THE CORRECT DOLLAR AMOUNT HERE)			\$ _____
<input type="checkbox"/> General Session Sponsor	US \$1,250		
<input type="checkbox"/> Lobby Sponsor	US \$850		
<input type="checkbox"/> Concurrent Session Sponsor	US \$625		
TOTAL AMOUNT DUE:			\$ _____

Payment by:		
<input type="checkbox"/> Money Order		
<input type="checkbox"/> Check	Check #: _____	
<input type="checkbox"/> Credit Card Visa / MasterCard / Discover / Am Ex	PRINT Name as on card:	Total Due: US \$ _____
	Credit Card #:	CVV #:
	Exp. Date:	
	Signature:	Date:

Exhibitor/Sponsor Contract

By signing this contract, the sponsor/exhibitor and his/her representatives have read and agree to abide by all rules, requirements, restrictions and regulations as set forth in the terms of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due DONA International under the terms of this agreement.

Sponsor/exhibitor shall not assign, share or sublet any space without written consent of the DONA International Exhibit Chair.

Only individuals, firms and organizations whose services and products are appropriately related to the purpose of DONA International shall be permitted to exhibit. All publications, material distributed and products must be in compliance with the World Health Organization International Code of Marketing Breastmilk Substitutes.

Exhibitors taking advantage of the special Author exhibit rate agree and confirm that all exhibits and merchandise will be limited to their own personal work.

Initials:

The exhibitor will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.

The exhibitor will be responsible for any and all additional charges imposed by Bits On The Wire.

Exhibitors shall be responsible for creating and managing their exhibits.

Sponsors shall be responsible for creating and managing their own material.

Refund/Cancellation Policy: Exhibitors may cancel this agreement by May 15, 2013 (postmarked by 5 pm EDST) by written notification to the DONA International Sponsor/exhibitor Chair, and refunds will be made at 50 percent of the total amount due. After May 15, 2013, no refund will be given.

If the conference or exhibits are cancelled due to circumstances beyond the control of DONA International, DONA International will not be held liable for any expenses incurred by the exhibitor.

DONA International reserves the right to decline or prohibit any sponsor/exhibit which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products and conduct.

The sponsor/exhibitor understands that this application and contract will NOT be processed unless payment in full has been received by the stated deadline.

Signed:	Date:
Name (PRINT):	Position:
Company:	

Fax (with credit card information) BOTH PAGES of this Application and Contract to 312-644-8557 or mail (with payment in US funds) to DONA International, 35 E. Wacker Drive, Suite 850, Chicago, IL 60601 or e-mail the form to Exhibits@DONA.org.

For office use only:	Date rec'd:	Payment processed:	Fwd: EC: ____ MC: ____ CC: ____
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