

SUSTAIN

MANA 2019 | Oct 31-Nov 3

Lost Pines Resort & Spa

Austin TX

The 2019 Midwives Alliance Conference Exhibitor and Marketing Opportunities

Conference

The Midwives Alliance of North America (MANA) conference presents talented speakers and important topics relating to the care of birthing people and the profession of midwifery, which enables attendees to take new and relevant information back to the communities where they work and make a difference in the lives of those they serve. This year's conference, Sustain, is focused on deep dives into clinical skills, and sustainability of midwives in their lives and practices!

Attendance

We expect between 250-350 conference attendees comprised of midwives, midwifery students, nurses, nurse practitioners, physicians, childbirth educators, doulas, parents, childbirth advocates, and birth center administrators. Supporting their work as a conference sponsor, exhibitor, or advertiser offers a unique face-to-face opportunity to connect with the birth community and gain valuable exposure and recognition for your brand. Sponsorship, advertising, and exhibiting packages may be customized to meet your marketing objectives.

Contact exhibits@mana.org for more information. We look forward to seeing you in Austin!

Location

The Conference will be hosted at the Hyatt Regency Lost Pines Resort and Spa at 575 Lost Pines Road in

The Midwives Alliance of North America

is a nonprofit, professional midwifery association uniquely positioned to unite and strengthen all midwives through dedication to innovative education, professional development, and recognized autonomous practice.

Cedar Creek, Texas, about 20 minutes from the Austin airport. Take this opportunity to bring the entire family for a weekend vacation. The hotel is beautiful, on 400+ acres with walking and horse trails, an outdoor pool, activities on the lazy river, a petting zoo, game room, hot tub, sauna, and more!

Our hotel package includes deep discounts on double occupancy rooms to \$169 per night (from over \$400) on resort amenities to \$5 per day per room (from \$35), discounted spa services, restaurant services, and free wi-fi! We are looking forward to supporting conference attendees, their families and exhibitors alike to be able to leave this conference feeling SUSTAINED!

In 2019 we are pleased to again host our lively Opening Night Exhibits Reception as a first connection between exhibitors and attendees, and continue that access throughout the conference, with extended hours and dedicated exhibit breaks offering maximum exposure to attendees. Reserve your space today!

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Sponsorship Opportunities

We offer a variety of industry partnership/sponsorship opportunities. Partners can create their own customized opportunities by choosing from and/or combining the sponsorships and advertising opportunities listed on Pages 3 & 5. Please note that exhibiting is excluded from this tally. The total price of options chosen will fall into the First, Second, Third, or Fourth Trimester Partner levels for the purposes of benefits.

Baby Born! 4th Trimester Partners - \$10,000+

One FULL page COLOR ad on back cover of printed program

ALL 1st, 2nd, & 3rd level benefits, PLUS:
Category exclusivity (when possible)
Company logo printed on attendee bags

3rd Trimester Partners - \$7,500

One FULL page COLOR ad in printed program

ALL 1st & 2nd level benefits, PLUS:
One ADDITIONAL exhibit table (6 ft) for duration of conference
One ADDITIONAL full conference registration
Acknowledgement on signage & electronic media throughout the event

2nd Trimester Partners - \$5,000

One FULL page b&w ad in printed program

ALL 1st level benefits, PLUS:
One FULL conference registration
One exhibit table for duration of conference
Corporate promotional items in attendee gift bags

1st Trimester Partners - \$2,500

One HALF page b&w ad in program

Inclusion in "Industry Partner Thanks"
page of the program
Listing on website in appropriate
category level, with link to
your organization

Please Note: Sponsorships are awarded on a first-come, first-served basis and are available until all applications and full payment have been received. Please note that our 2019 prices are at a significant discount to previous years. We appreciate your patronage and support of MANA and want our prices to help you in your own Sustainability! Category exclusivity will only be considered for sponsors of \$10,000 or more. All promotional material must be approved by the Exhibit Chair in advance of the conference, and the Exhibit Chair reserves the right to decline any sponsor or promotional material it deems incongruent with the MANA Mission and Vision.**

Event Sponsorships

Reduced fee opportunities making them attractive and affordable! Can combine below opportunities to create above categories (except exhibitor tables).

Branded Attendee Bags: \$2,500

Attendees use their bags throughout the conference and back at home for years to come. Make sure they are carrying a bag with your company name on it!

Lactation Lounge Sponsorship: \$2,500

MANA is once again providing a private space for people expressing milk, equipped with comfortable seating, electrical outlets, and refrigeration.

Red Tent Relaxation Room Sponsorship: \$2,500

The Red Tent is an appreciated part of the MANA tradition, providing a soothing environment in which to relax or take a break from the busy conference day. Signage indicating your support will be placed at the entrance, and samples or information may be displayed, with approval. This year's Red Tent will be even more centrally located and visible to conference attendees.

Lanyards: \$1,500

Lanyards provide high visibility branding, as each attendee wears your company name throughout the event. Sponsor provides the lanyards with their branding, subject to approval.

Childcare Center Sponsorship: \$1,500

Help MANA provide care for families traveling with children. Childcare will be offered at certain times throughout the event, along with games. Your support will be recognized in the program book as well as with signage at the door. Relevant samples or information may be displayed, with approval.

Welcome Email: \$500

All registered attendees will be sent a welcome email the week prior to the conference. Customize it with reminders about conference events, local attractions and information about your company.

Opening Night Exhibits Reception: \$2,500 for up to three sponsors

Opening Night Reception Supporters are invited to provide signage for the duration of the conference, provide branded cocktail napkins, and will be recognized in the opening and closing remarks of the Opening Ceremony as the Sponsor of the Reception.

Saturday Night Dance: \$2,500 for up to three sponsors

Austin has fabulous DJs and midwives love to dance. A great combination! Provide branding at the dance on tables in the seating areas or on cups or napkins provided by you, showcase products or information at a table, and be recognized by the emcee. Bring in a photo booth or popcorn cart. This dance will be open to the public giving your company even more exposure.

Refreshment Break: \$2,500

Provide your signage and or napkins at much-appreciated daily coffee breaks.

Note: It is possible to co-sponsor a social event such as the Saturday Night Dance or Refreshment Break with another organization.
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Payment is made when sponsorship opportunity is contracted.

Scholarships & Raffles

Scholarship Donations

Contribute to the Scholarship Fund and help midwives who are financially constrained to attend the conference, share their expertise with the midwifery community, and learn valuable information to bring back to their own communities. Any monetary contribution toward scholarships is appreciated. With a donation of \$500 or more earmarked for the scholarship fund, you will receive a half-page ad in the conference program as thanks.

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 area in the exhibit hall; it gets lots of attention. We are looking for high quality items: technology, services, books, artwork, clothing, jewelry. Raffle items may be birth-related products, but they need not be. 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, unless they are redeemable online. Please provide a description of the item on the application. Please clearly mark on the outside of the package that it is a raffle donation.

Exhibitor Information

Renting an exhibit table is another way to promote your business. MANA conferences attract many birth professionals interested in a wide variety of items, ranging from new and favorite products on the birth market, to handmade products and artwork.

Exhibitors Receive:

- An approximately 8' x 8' space that includes one skirted 6' table and two chairs
- 2 exhibits-only passes (meals are not included)
- Company listing in conference program book
- Inclusion on the conference website exhibits page (payment must be received by September 24, 2019 for guaranteed inclusion on the website)
- Discount pricing for inclusion of one SINGLE PAGE promotional item in the attendee bags

Exhibitor Fees: Significant reductions for your Sustainability!

- Commercial or Large Company: \$750 (more than \$50,000 net annual income)
- Non-Profit or Small Company: \$500 (Contact exhibits@mana.org with documentation if you qualify as a Non-Profit or Small Company with less than \$50,000 net annual income.)
- Not-For-Profit Midwifery School Discounted Rate: \$400
- Allied Midwifery Organization or State Midwifery Association Discounted Rate: \$300
- Returning exhibitors from MANA 2018 may deduct \$50 from the fee. Deduction applies to Commercial or Small Company Rates only.
- Early Bird Applicants may deduct \$25 from their fee if payment is received by June 1, 2019.
- Second Table: \$400 (No additional passes included.)

Indicate on the reservation form if you need electrical power. Electric not included in fee. (These spaces are first come, first served.)

Please feel free to reserve two or more spaces if necessary. We will try to accommodate any special requests.

Hours and Set Up

Set-up will be available from 2 - 6 pm on Thursday, October 31, 2019. The conference opening is Thursday evening, with exhibits officially opening at that time.

Following the opening ceremony, we will host a reception for exhibitors. Please note that each of the three conference days includes a 1-hour long break dedicated to exhibits.

Exhibit hours are as follows:

- Thursday: 2 - 6 pm set up with reception after the Opening Ceremony (approx. 9 - 10:30 pm)
- Friday: 10 am - 7 pm*
- Saturday: 10 am - 7pm*
- Sunday: 10 am - 5 pm with breakdown from 5 - 7 pm (Please note on the application if you will be departing before 5pm Sunday.)

*Note that time off for meals or breaks is at exhibitor's discretion. Exhibit hours are maximized for exposure to attendees.

Exhibitor Badges

Exhibitors will be provided two badges for exhibit personnel, which grant access to the exhibit area only. Meals and sessions are excluded unless the individual has registered as a full attendee or sponsor. No persons shall gain entrance without the proper badge. It will be the responsibility of each company to provide an accurate listing of representatives to the Exhibit Chair by September 24, 2019 to pre-register their personnel.

We invite all of our exhibitors to make a reservation at the hotel and take advantage of the group rate and hotel amenities. Refer to our website at conference.mana.org for hotel reservation information.

Exhibitors are welcome to purchase meal tickets for certain meals. Pricing will be available closer to the event.

Full exhibit rules and regulations are available for download at <https://conference.mana.org/exhibits-and-sponsorships>. Ensure that the person responsible for your exhibits has a copy.

Please Note: The Exhibits Chair reserves the right to reject, restrict, or dismiss any exhibit that the Midwives Alliance Board of Directors deems incongruent with the MANA Mission and Vision**.

Advertising Opportunities

Registration Packet Inserts

Place your promotional literature or samples of your product in our attendee registration packet.

Non-Profit rates: \$100 single page, \$150 product sample or multi-page (plus hotel box handling fees)

Commercial rates: \$200 single page, \$300 product sample or multi-page (plus hotel box handling fees)

Exhibitor discounted rates: \$50 single page, \$200 product sample or multi-page (ship to yourself and handle fees directly with the hotel)

- The item must be printed by the advertiser
- Payment must be received before September 25, 2019.

Advertising in the Conference Program

Significant fee reductions for your Sustainability! Every participant receives the full conference program upon check-in at the event.

Half page horizontal B&W: \$150

Full page B&W: \$300

Full page B&W discounted rate for exhibitors: \$250

Inside cover full page color (2 available): \$800

Camera-ready black and white copy and payment must be received by September 24, 2019 to be guaranteed publication in the program.

Payment & Shipping Information

Payment Details

- All payments must be made by September 24, 2019 and accompanied by the completed application.
- Send all completed applications, payments, and/or inquiries to: exhibits@mana.org.

Shipping Policies

- Exhibitor/Advertiser is responsible for all shipping and handling fees, which range in price from \$10-25 per box, payable upon delivery to the exhibitor's table. Please ensure that you address your packages to yourself for pickup, not to MANA (refer to hotel shipping policy for details).
- Packages **should arrive between October 29 and 31** in order to avoid additional storage fees.
- At the conclusion of the conference, the Exhibitors will be responsible for all dismantling, repacking and sealing of outbound shipments.
- All outbound shipments will require completed shipping documents, including billing account numbers.
- 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. and marked as INSERT, RAFFLE ITEM, HOLD FOR EXHIBITOR, etc.

Shipping Address

Hold For Guest: (Guest Company Name) (Guest Name) (Guest Cell Number)

c/o Hyatt Regency Lost Pines Resort

575 Hyatt Lost Pines Road

Cedar Creek, TX 78612

(MANA Conference, Oct 31 – Nov 3, 2019)

Box ____ of ____

MANA 2019 Application

General Information

Name of Business: _____

Detailed Product Description: _____

Contact person: _____

Telephone: _____ Email: _____

On-site representative contact information (if different from above): Name(s): _____

Cell phone: _____ Email: _____

Tax ID # (for those selling items at an exhibit) _____

Exhibitor is responsible for all applicable taxes on sold items.

Preferred website URL (for inclusion on conference website): _____

Sponsorship Level and Opportunity (insert amount and description): _____

Exhibiting

- Commercial/Large Company (more than \$50,000 net annual income) \$750
- Non-Profit/Small Company (less than \$50,000 net annual income) \$500
- Not-For-Profit Midwifery School Discounted Rate (No additional discounts apply.) \$400
- Allied Midwifery Organization or State Midwifery Association Discounted Rate (No additional discounts apply.) \$300
- Second table (additional registration not included, table only), additional \$400
- Discount for returning exhibitor from MANA 2018 (deduct from final fee) - \$50
- Early Bird Applicants discount if payment is received by June 1, 2019 (deduct from final fee) - \$25

Special Requests (check all that apply):

- Electrical power, simple support package rate. \$20
- I will be departing early on Sunday (before 5 pm breakdown time). Note time: _____
- Other (describe) _____

Advertising in the Conference Program

- Half page, black & white (4.5" high x 7.5" wide) \$150
- Full page ad for exhibitors (special), black & white (10" high x 7.5" wide) \$250
- Full page ad for non-exhibitors, black & white (10" high x 7.5" wide) \$300
- Inside cover, full page, color, only 2 available (10" high x 7.5" wide) \$800

Registration Packet Space (please refer to Shipping Instructions to send to hotel)

	Exhibitor/Discount	Non-Exhibitor/Non-Profit	Non-Exhibitor/Com
One flyer or pamphlet (single page, max 8.5"x11")	<input type="checkbox"/> \$50	<input type="checkbox"/> \$100	<input type="checkbox"/> \$200
Product sample, catalog, booklet, brochure	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150	<input type="checkbox"/> \$300

Raffle

Raffle donation for MANA raffle, Description and Value: _____

Scholarship

Scholarship (Name specific person or general fund and value): _____

Total Payment Enclosed (and all appropriate boxes checked above) \$ _____

Make check or money order payable to "MANA" in US funds or fill out the following Credit Card info

Card# _____ Exp. date _____ Card type: VISA MC AmEx

Name on credit card: _____ Address: _____

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

Verification code: _____ Signature _____

**Send completed application and payment before September 24, 2019 to:
Midwives Alliance of North America P.O. Box 373 Montvale, NJ 07645
Via pdf send to exhibits@mana.org**

****MANA Mission Statement**

The Midwives Alliance of North America (MANA) is a professional midwifery association uniquely positioned to unite and strengthen all midwives through dedication to innovative education, professional development, and recognized autonomous practice. MANA is committed to enabling transformative research, promoting an evidence-based midwifery model of care, addressing health disparities, and achieving optimal outcomes through normal physiologic birth and healthcare across the lifespan. (revised Spring 2014)

****MANA Vision Statement**

MANA envisions a world where every person, in the setting of their choice, has access to high quality midwifery care provided by culturally safe, autonomous, community-based midwives. (revised Spring 2014)

General Rules & Regulations

The following contract conditions, rules, and regulations are part of the MANA 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, or creation of your advertisement or sponsorship materials.

1. Application/Contract and Payment of Fees:

Rates are as listed in the Application and Contract. Applications will neither be processed nor space or opportunities assigned or confirmed without the required payments and signatures. All applications must be accompanied by payment of the total charges. Receipt of payment does not oblige MANA to accept a contract as binding; the Exhibit Chair retains the option of returning funds.

2. Assignment of Space/Opportunities:

Space will be assigned and opportunities awarded on a first-come, first served basis. Every effort will be made to accommodate requests. The Exhibit Chair reserves the right to make such changes to the exhibit hall floor plan as may be deemed necessary.

3. Cancellation:

Cancellations must be addressed in writing to exhibits@mana.org. Refunds, less an administrative fee of \$100 or 10% of fees (whichever is greater), will be made General Rules & Regulations at MANA's discretion, but no refund will be given for any cancellation made after September 24, 2019. 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.

4. Selection of Exhibitors/Sponsors:

MANA 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.

5. Advance Approval Required for Promotional Materials:

All items must be submitted for approval by September 24, 2019. Acceptance of exhibit/sponsorship does not constitute endorsement of the products, services, or mission of the exhibitor/sponsor by MANA. Exhibitors and sponsors may not use the MANA name or logo without express written permission.

Exhibit Rules & Regulations

The following contract conditions, rules, and regulations are part of the Midwives Alliance 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, or creation of your advertisement or sponsorship materials.

- 1. Exhibit(s):** MANA will provide the following to each exhibitor:
 - One 6' skirted table
 - Two chairs
 - 2 Exhibit Hall Only passes
 - Company listing in Conference Program Book
 - Inclusion on the conference website exhibits page (payment must be received by September 24, 2019)
 - Discounted inclusion of one promotional item (flyer or pamphlet) in the attendee bags, pre-approval required
- 2. Set Up/Break Down:** All exhibit setup must be complete by Thursday, October 31, 2019 at 6:00 p.m. Dismantling may be done during specified tear down hours, and must be complete by Sunday, November 3, 2019 at 7 p.m. Any exhibitor that dismantles its exhibit outside of tear down hours without prior approval may be prohibited from exhibiting at future conferences.
- 3. Exhibitor Onsite Registration:** Exhibitors must register at the registration desk on Thursday, October 31, 2019 between 2:00 - 6:00 p.m. Exhibitors will be given badges that must be worn at all times.
- 4. Security:** The exhibit hall will be locked during overnight hours, but open during the day. Exhibitors are solely responsible for their own exhibit material and should insure exhibit and materials against loss or damage. It is possible that there may be some tables (without merchandise) in locations that may not be able to be secured with a lock. This depends

on availability of space, location desire of the vendor, and other possible circumstances.

- 5. Use of Space:** Exhibitors shall not assign, share, or sublet any space without written consent of MANA. Care must be taken that no display extend beyond the dimensions of the exhibit space, or interfere with the view of other exhibitors. Loud sound produced from the operation of any equipment or apparatus is not permitted, nor is the playing of music of any kind.
- 6. Liability:** MANA and Hyatt Regency Lost Pines Resort & Spa 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 MANA and Hyatt Regency Lost Pines Resort & Spa 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 exhibitors, and further, exhibitors 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, their agents, employees and business invitees which arises from or out of or by reason of said exhibitors' occupancy and use of the exhibition premises or a part thereof.
- 7. Exhibitor shall be fully responsible to pay for any and all damages** to property, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency Lost Pines Resort & Spa, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall

Exhibit Rules & Regulations, continued

include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, Hyatt Regency Lost Pines Resort & Spa or any part thereof.

- 8. 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.
- 9. Failure to Occupy Space:** Exhibitors, as specified in these rules and regulations, will forfeit space not occupied by the close of the exhibit setup period. This space may be resold, reassigned, or used by MANA. There will be no refund for space not occupied.
- 10. Show Cancellation:** If the conference or exhibit is cancelled due to circumstances beyond the control of MANA, MANA will not be held liable for any expenses incurred by exhibitors (beyond the rental cost of the exhibit space) that may be recoverable from third-party vendors at the time of such cancellation.
- 11. Sales/Giveaways:** Sales and giveaway items from exhibits are permitted. Exhibitors are responsible for collecting taxes, obtaining any necessary licenses, and filing appropriate forms.
- 12. 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 MANA harmless from any consequences of their failure in this regard.