



The 2018 Midwives Alliance Conference Exhibitor and Marketing Opportunities

Conference

The Midwives Alliance of North America (MANA) conference presents talented speakers and important topics relating to care of all women and the profession, which enables attendees to take new and relevant information back to the communities where they work and make a difference.

Attendance

We expect several hundred conference attendees comprised of midwives, nurses, physicians, childbirth educators, doulas, parents, midwifery students, childbirth advocates and birth center administrators. 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.

Sponsorship, advertising, and exhibiting packages may be customized to meet your marketing objectives.

Contact Christy Tashjian at exhibits@mana.org for more information. We look forward to seeing you in Portland!

Location

The Conference will be hosted at the Portland Marriott at Sable Oaks in South Portland, Maine. This property is conveniently located just 3 miles away from the Portland International Jetport (PWM), and **offers free parking to attendees and vendors, and free wifi for exhibitors.**

In 2018 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. Exhibit tables will sell out at this property, so reserve your space today!

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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.



Sponsorship Opportunities

We offer a variety of industry partnership/sponsorship opportunities at the 2018 MANA Conference. Partners can create their very own customized opportunities by choosing from and/or combining the sponsorships and advertising opportunities listed on Page 3. 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.



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

Receive ALL 1st, 2nd & 3rd level benefits, PLUS:

- Category exclusivity (when possible)
- FULL page COLOR ad on back cover of printed program
- Company logo printed on attendee bags

3rd Trimester Partners - \$7,500

Receive ALL 1st & 2nd level benefits, PLUS:

- FULL page COLOR ad in printed program
- One ADDITIONAL exhibit table (12 ft) for duration of conference
- One ADDITIONAL full conference registration
- Acknowledgement on signage & electronic media throughout the event

2nd Trimester Partners - \$5,000

Receive ALL 1st level benefits, PLUS:

- One FULL conference registration
- One FULL page black & white ad in printed program
- One exhibition table for duration of conference
- Corporate promotional items in attendee gift bags

1st Trimester Partners - \$2,500

- HALF page ad in program
- Exhibitor Bingo game participation
- Inclusion in "Industry Partner Thanks" page of the program
- Listing on website in appropriate category level, with link to your organization

Please Note: Midwives Alliance sponsorships are awarded on a first-come, first-served basis and are available until all applications and full 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 incongruent with MANA goals and mission statement.

Event Sponsorships

Presidents' Reception: \$10,000

The MANA president hosts a reception for VIPs and award winners on Saturday evening prior to the dance. Help her host it in style by providing branded cocktail napkins and signage or even goodie bags. You and your guest will be appreciated by all the VIPs in attendance.

Opening Night Exhibits Reception: \$7,500

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.

Awards Ceremony: \$7,500

The awards ceremony is a celebration of Grand Midwives and newer "Ones to Watch" as well as others who have made significant contributions to the profession and organization. Make a splash by supporting the festivities. Signage will be displayed on tables in recognition of your contribution, on the screen at the start and end of the event, and of course, come and mingle with the attendees!

Branded Attendee Bags: \$5,000

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!

Saturday Night Dance: \$5,000

Midwives love to kick up their heels with a great dance. 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.

Lanyards: \$5,000

Lanyards provide high visibility branding, as each attendee wears your company name throughout the event.

You provide the lanyards with the branding as you like it, subject to approval.

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

Welcome Email: \$3,000

Everyone likes to be welcomed! All registered attendees will be sent a customized email the week prior to the conference. Customize it with reminder about conference events, local attractions and information about your company.

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 door, and samples or information may be displayed, with approval.

Childcare Center Sponsorship: \$2,500

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.

Refreshment Break: \$2,000

Provide your signage and/or napkins (provided by you) at the much-appreciated daily coffee break.

Note: it is possible to co-sponsor a social event with another organization.

Advertising

Registration Packet Inserts

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

Non-Profit rates: \$150 single page, \$250 product sample or multi-page (plus hotel box handling fees)

Commercial rates: \$250 single page, \$350 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 21.

-Additional shipping info on page 5.

Advertising in the Conference Program

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 21 in order to be published in the program.

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:

- One skirted six-foot 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 21 for inclusion on the website)
- Discount pricing for inclusion of one SINGLE PAGE promotional item in the attendee bags

Exhibitor Fees:

- Commercial or Large Company: \$875
- Non-Profit or Small Company: \$575 *Contact Christy with documentation if you qualify as a Non-Profit or Small Company (under \$75,000 net annual income).*
- Returning exhibitors from the MANACAM 2017 conference 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.*
- Not-For-Profit Midwifery School Discounted Rate: \$425
- Allied Midwifery Organization or State Midwifery Association Discounted Rate: \$300
- Second Table: \$400 (no additional passes included)
- Exhibitors have the opportunity to participate in Exhibitor Bingo for \$75

Indicate on the reservation form if you need electrical power. (It is not included.)

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

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 21, 2018 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. 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 Midwives Alliance reserves the right to reject, restrict, or dismiss any exhibit that the Midwives Alliance Board of Directors deems incongruent with MANA goals and mission statement.

Scholarships and 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, or a receipt showing that you have paid for a full registration for another participant to attend, you will receive a half-page ad in the conference program as thanks

Camera-ready advertising copy and payment must be received by September 21 for publication in the conference program.

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.***

Shipping Information

Payment Details

- All payments must be made by September 21, 2018 and accompanied by the completed application.
- Send all completed applications, payments, and/or inquiries to: Christy Tashjian, 9001 Oak Valley Rd, Austin, TX, 78737; 512-924-2229; exhibits@mana.org.

Shipping Policies

- Exhibitor/Advertiser is responsible for all shipping and handling fees. 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 7 and 10** in order to avoid additional storage fees.
- At the conclusion of the show, 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

Portland Marriot Sable Oaks
MANA Conference Oct 11-13
[Name of company/booth]
Attn: Sonja Mesley
200 Sable Oaks Drive
South Portland, ME 04106
Box _____ of _____