

# Exhibitor and Sponsorship Brochure

*12<sup>th</sup> Breastfeeding and Feminism*

*International Conference*

*Breastfeeding as Social Justice:*

*From Crucial Conversation to Inspired Action*

**Wednesday, March 22<sup>nd</sup> – Friday, March 24<sup>th</sup>, 2017  
The Sheraton Chapel Hill, Chapel Hill, NC**



**UNCG**

Center for  
Women's Health  
and Wellness



Carolina Global  
**BREASTFEEDING INSTITUTE**  
Department of  
Maternal and Child Health

*Gillings School of Global Public Health  
University of North Carolina Chapel Hill*

## Hotel Reservations:

Sheraton Chapel Hill Hotel  
Call (800) 325-3535 or (919) 969-2174 and identify yourself as a participant of the Breastfeeding and Feminism International Conference. Reservations can also be made online at [Sheraton hotels and resorts](#); use the rate code *BF&FEM*.

Reserve your rooms by Wednesday, February 22<sup>nd</sup>, 2017 in order to guarantee the special meeting rate of \$114/night.

## Location:

Sheraton Chapel Hill Hotel  
One Europa Drive  
Chapel Hill, NC 27517  
Phone: (919) 968-4900  
Fax: (919) 942-3557

## Airport:

Raleigh Durham International Airport (RDU)

## Meeting Details:

**Wednesday, March 22<sup>nd</sup>,  
2017**

**9:00 AM – 6:30 PM**

**Thursday, March 23<sup>rd</sup>,  
2017**

**8:00 AM – 6:30 PM**

**Friday, March 24<sup>th</sup>,  
2017**

**8:00 AM – 4:30 PM**

## Reception:

**Wednesday, March 22<sup>nd</sup>, 2017  
6:30 PM - Until**

## Breastfeeding and Feminism International Conference

The Breastfeeding and Feminism International Conference (BFIC) is a three-day event. We offer speakers on breastfeeding issues, including sessions for continuing education credit and CERPS. Our last conference was attended by over 200 US and International combined attendees.

The Breastfeeding and Feminism International Conference is designed to bring together academics, practitioners, policymakers, community support organizations and public health professionals and program planners interested in

- Breastfeeding in the US and globally
- Women's rights at home and at work
- Reproductive health, rights and justice
- Maternal and child health

Businesses can support the conference by participating in many ways:

- Advertising your business in our conference program book.
- Exhibiting your products and services at our conference exhibition hall.
- Donating items or services needed for the operation of the Conference (e.g., printing and office supplies).
- Making a cash donation to Center for Women's Health and Wellness for this conference.

All donors will be recognized in our Conference Program Book.

## Three ways to participate

### 1. Co-sponsor the reception \$200!

This is an excellent sponsorship opportunity as this is the established meeting place for first time attendees to make contacts and for previous attendees to reaffirm existing contacts. Your name will be displayed at the reception and listed in the program as a co-sponsor.

### 2. Advertiser Information and Pricing

Advertising in our Conference Program Book is a fantastic value for your business. We offer our advertisers excellent exposure for a very low cost. All ads will be printed in one color and are due to CGBI by Wednesday, February 22<sup>nd</sup>, 2017. Email your digital ad file to [scsistar@uncg.edu](mailto:scsistar@uncg.edu).

### Advertising Prices

| <u>Advertisement Size</u>         | <u>Cost</u> |
|-----------------------------------|-------------|
| Full-page Ad (approx. 8 1/2 x 11) | \$100       |
| Half-page Ad (approx. 5 x 7)      | \$ 50       |

## Conference Guidelines for Exhibitors

### Exhibitor Check-in:

Please check-in at the registration desk. Exhibitors will be given badges that must be worn at all times.

### Exhibit Show Set-Up and Hours

Exhibitors may start setting up in the evening on Tuesday, March 21<sup>st</sup>, 2017f.

The exhibits will be open on:

- Wednesday, March 22<sup>nd</sup>, 2017  
9:00 AM – 6:30 PM
- Thursday, March 23<sup>rd</sup>, 2017  
8:00 AM – 6:30 PM
- Friday, March 24<sup>th</sup>, 2017  
8:00 AM – 4:30 PM

### Exhibit Show Space

Each exhibit space includes one 6 ft. table with linen and two chairs.

### Use of Space:

Exhibitors shall not assign, share, or sublet any space. Care must be taken that no display extend beyond the dimensions of the designated space, or interfere with the view of other exhibitors. Annoying volume produced from the operation of any equipment or apparatus is not permitted.

## Submission Guidelines:

- Format:** High resolution PDF accepted.  
Ads must be complete and sized at 100%
- Image:** Resolution must be at least 300#dpi.  
Embed all fonts and graphics when creating the PDF files.
- Trim Size:** 8 ½" x 11"
- Color:** Any color must be in high-res RGB format.

## Selection of Exhibitors/Sponsors

Only companies and organizations whose services and products are appropriately related to the purpose of the Breastfeeding and Feminism International Conference shall be permitted as sponsors, advertisers, or exhibitors. BFIC will not accept sponsorships, advertisements, exhibits, or donations from entities in violation of The International Code of Marketing of Breast-milk Substitutes (the "Code") and subsequent World Health Assembly resolutions. All publications and materials distributed must be in compliance with the Code. To this end, we reserve 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.

## 3. Exhibit at the Meeting

### Exhibitor Information and Pricing

Displays of products and services of interest to our attendees have become a highly anticipated part of the Breastfeeding and Feminism International Conferences. We will provide a central, high-traffic area for excellent exposure of your products and services. The exhibit space is open for the three full days during the conference.

All exhibits will be accepted on a first come first serve basis; apply quickly. Basic exhibits include one six foot table with two chairs. **Registration fee includes breakfast and lunch buffets both days and reception on March 22 for one person. Meals include vegetarian and gluten free options.**

### Exhibitor Prices: Includes one full registration.

|  | Register by February 22 <sup>nd</sup> , 2017 |
|--|--|
| Exhibitor (for profit)                     | \$ 550                                       |
| Exhibitor (non-profit)                     | \$ 450                                       |
| Provide Materials for Participant Packages | \$15.00 - non-profit<br>\$50.00 - for profit |

## General Policy

All exhibits must be Code of Marketing compliant. Exhibits should not be obtrusive or detract from the primary purpose of the Breastfeeding and Feminism Conference, which is to develop a supportive voice, based on feminist theory that would help change both policy and practice within the health systems and among health care workers, as well as in society in general.

## Endorsement

Acceptance of an exhibit does not constitute an endorsement by Carolina Global Breastfeeding Institute and UNCG Center for Women's Health, or the Breastfeeding and Feminism Conference. A disclaimer to that effect will be printed in the Conference Program Book.

An organization which promotes a cause, supports either or both sides of a controversial issue, and/or advocates a particular procedure, method, or system related however vaguely, to health must have express, written permission from the Breastfeeding and Feminism Coordinators.

## Security:

The exhibitor is solely responsible for his or her own exhibit material and should insure his or her exhibit against loss or damage.

## Cancellation

Cancellations must be directed in writing to Center for Women's Health and Wellness. Refunds, less an administrative fee of \$150 or 10% of fees (whichever is greater), will be made at BFIC's discretion, but no refund will be given for any cancellation made after **February 22<sup>nd</sup>, 2017**. 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.

## Items Not Permitted

Unacceptable exhibit products and materials include: (This list is not all inclusive.)

- Infant formula.
- Baby bottles and nipples except as used in conjunction with breast pumps and breastfeeding aid products. (This includes materials that do not directly advertise bottles, but show bottles, i.e. bottle warmers or cozies.)
- Pacifiers or accessories
- Commercial baby foods Tobacco products and alcoholic beverages
- Foods or beverages of any kind

## Sale of All Printed and Recorded Materials

Written and/or recorded materials including, but not limited to, books, pamphlets, magazines, articles, reprints, tapes, CDs, etc, are not to be sold at any exhibit without prior approval from Breastfeeding and Feminism Conference coordinators.

## Advance Approval Required for All Exhibit Materials

Exhibitors are required to submit a detailed list of items to be exhibited and/or sold. Samples may be requested at a later date. A copy of all printed materials (e.g., brochures, catalogues, flyers) for each exhibit should be reviewed by the conference Coordinators.

## Privilege of Regulation and Refusal

The Center for Women's Health and Wellness and Carolina Global Breastfeeding Institute reserve the right to regulate or prohibit any exhibit and/or materials deemed inappropriate or unacceptable.

## 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.

**Sponsor and Exhibitor Application and Contract**  
**12<sup>th</sup> Breastfeeding and Feminism International Conference**  
**March 22<sup>nd</sup>-24<sup>th</sup>,**  
**2017**  
**Sheraton Chapel Hill ♦ Chapel Hill, NC**

Organization/Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Product/Service Displayed: \_\_\_\_\_ Will

you need electricity?  Yes  No

**Sponsorship/Advertising Opportunities (payment by check only)**

|                                   |          |
|-----------------------------------|----------|
| Full-page Ad (approx. 8 1/2 x 11) | \$100.00 |
| Half-page Ad (approx. 5 x 7)      | \$ 50.00 |
| Sponsor Reception                 | \$200.00 |

**Total:**

**Name Badges—Please email Stephanie Sistare the following information at [scsistar@uncg.edu](mailto:scsistar@uncg.edu)**

- The names of staff who will be assisting in manning the exhibit booth. Registration includes payment for one staff person. Other staff who plan to attend any part of the program and eat meals, must register for the conference at this link [BFIC](#)

**Application/Contract Terms**

Application to exhibit/sponsor this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_ by and between \_\_\_\_\_ hereinafter called "Exhibitor/Sponsor" and CGBI and UNCG-CW. In accordance with the following terms, conditions, and regulations governing exhibitors and sponsors of the Breastfeeding and Feminism Conference at the Sheraton Chapel Hill, Chapel Hill, NC, March 22-24, 2017, the undersigned hereby makes application for exhibit space/sponsorship/advertisement which, when accepted by the Breastfeeding and Feminism Conference becomes a contract. Terms and conditions in the Sponsor and Exhibitors Opportunities Packet are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by CGBI and UNCG-CW management, the Sheraton Chapel Hill or the city of Chapel Hill or state of North Carolina. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due the Breastfeeding and Feminism Conference under terms of this agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment Information**

Pay by Check: Check # \_\_\_\_\_

Please make the check out to the Center for Women's Health and Wellness with "BFIC Exhibitor" in subject line

**PLEASE SUBMIT THE PAYMENT AND A SIGNED COPY OF THIS APPLICATION TO:** CWHW, Attn: Stephanie Sistare (complete address below).

The Center for Women's Health and Wellness  
School of Health and Human Sciences  
UNC Greensboro  
PO Box 26170  
Greensboro, NC 27412  
336-334-4735  
[scsistar@uncg.edu](mailto:scsistar@uncg.edu)