



DONA INTERNATIONAL SUMMIT

SPONSOR/EXHIBITOR/ADVERTISER PROSPECTUS



The 24th Annual DONA International Conference

JULY 19-21, 2018 . FORT LAUDERDALE, FL
AUGUST 4, 2018 . ONE DAY VIRTUAL SUMMIT

DONA International is the largest, longest-standing and most respected doula organization in the world. The DONA International Summit is one way we continue to provide the highest standard of evidence-based training and education to our members.



Exhibiting at the DONA International Conference is a fun, rewarding and exciting opportunity! Prenatal, perinatal and postpartum care professionals are expected to register, and they all look forward to visiting each and every exhibit. The majority of our participants are birth and postpartum support professionals who work directly with birthing parents, babies, siblings and other health care providers. Birth doula services usually include 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

support for breastfeeding, 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 largest doula organization in the world with over 5,000 members. Many of our member doulas are also childbirth educators, lactation consultants, massage therapists, nurses and parent educators. Make your presence and products known to our registrants and expectant new families with whom these professionals work throughout the year by becoming a sponsor.

SPONSORSHIPS

Take this valuable opportunity to support DONA International and the mission to help birthing families by becoming a sponsor of our 24th Annual Conference. All sponsors will be listed on our website in recognition of their support of childbirth professionals and new families. Sponsors will be listed from June 1, 2018 through July 30, 2018. Additionally, all sponsor logos will be presented. Sponsorships at the \$1,000 level and above will be listed upon receipt and approval of their contract through July 30 and other on the ballroom screens during meals and breaks.

Sponsorship Opportunities

Deadline: Wednesday, May 30, 2018 - 5 pm EST

GIFT SPONSORSHIPS

Conference Bags

US \$3,000

Sponsor benefits include logo placement and recognition on a keepsake bag given to all conference attendees and presenters, and one registration packet insert.

EVENT SPONSORSHIPS

Welcome Reception <i>(1 Available)</i> Thursday evening	US \$2,000	Sponsor benefits include reception signage, company collateral at reception or one registration packet insert and a half-page ad in the conference program.
General Session Sponsorships <i>(6 Available)</i>	US \$1,400	Sponsor benefits include signage, one exhibit table, one registration packet insert, and opportunity to introduce the general session speaker.
Family Room <i>(1 Available)</i>	US \$1,000	Sponsor benefits include sponsor recognition in the conference program.
Concurrent Session <i>(16 Available)</i>	US \$450	Sponsor benefits include signage, recognition in the conference program and the opportunity to introduce the concurrent session speaker.
Coffee Break <i>(4 Available)</i>	US \$300	Sponsor benefits include logo placement on conference signage, recognition in the conference program and one registration packet insert.
Breakfast <i>(2 Available)</i>	US \$500	
Lunch <i>(2 Available)</i>	US \$1000	

GENERAL CONFERENCE SPONSORSHIPS

Motherbaby Visionary	US \$3,500	Sponsor benefits include logo placement on all conference emails, marketing materials and conference signage, one exhibit table, one registration packet insert, one full-page ad and sponsor recognition in the conference program. Also includes one conference registration.
Partner in Improving Motherbaby Care	US \$1,000	Sponsor benefits include logo placement on conference signage, 50% discount on one exhibit table, one registration packet insert, plus one quarter page ad and sponsor recognition in the conference program.
Doula Advocate	US \$400	Sponsor benefits include one registration packet insert, one quarter-page ad and sponsor recognition in the conference program.
Friend of DONA International	US \$200	Sponsor benefits include one registration packet insert and sponsor recognition in the conference program.

EXHIBIT TABLES

Exhibiting at the 2018 DONA International Summit provides multiple opportunities for exposure to the DONA International community of doulas. DONA International recognizes that exhibitors and conference participants benefit from sharing information on products and doula needs. For exhibitors to get maximum exposure, exhibits will be set up in a meeting room near the sessions and where breaks will be held.

- Fees include a single six (6) foot draped table and two (2) chairs; breakfast and lunch on Friday and Saturday for one (1) exhibitor per table. Fee also includes inclusion in the virtual conference exhibit hall for our online summit to be held August 4, 2018 with on-demand viewing for 90 days.
- All exhibitors who have contracted and paid before the end of the business day Wednesday, May 30, 2018 - 5 pm EST will be listed in the conference program.
- 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.
- Products and services sold through multilevel marketing practices are limited to one exhibitor per company/product. The first paid application received and verified by DONA Conference Exhibit Committee will be accepted as an exhibitor. Only the accepted exhibitor is permitted to display on the exhibit floor. Other representatives who market the same service/product separately are not permitted to share the exhibit with the accepted exhibitor.

EARLY-BIRD DEADLINE Wednesday, May 30, 2018 - 5 pm EST

Fees include lunch for one exhibitor.

Commercial	US \$835 per 6 ft. table
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Non-profit	US \$655 per 6 ft. table
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Author*	US \$610 per 6 ft. table
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REGULAR DEADLINE After Wednesday, May 30, 2018 - 5 pm EST

Fees include lunch for one exhibitor.

Commercial	US \$935 per 6 ft. table
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Non-profit	US \$755 per 6 ft. table
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Author*	US \$710 per 6 ft. table
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**At this rate, exhibit space and merchandise are limited to author's own personal work.*

ALL EXHIBITS ARE LIMITED TO TWO (2) PEOPLE

First exhibitor included in the package. Additional booth personnel - \$150.00 (includes lunch only). Exhibitors receive 15% registration discount for full summit registration. Set-up: Thursday, July 19, 2018 from noon to 2:30 pm. All set-up must be completed by exhibit hall open, 2:30 pm. Exhibit times (subject to change): Thursday, July 19 5:00 to 9:00 pm; Friday, July 20 7:00 am to 3:30 pm; Saturday, July 21, 7:00 am to noon followed immediately by tear down, which must be completed no later than 5:30 pm. Questions regarding storage, electrical hookups and/or shipping to the hotel should be directed to Exhibits@DONA.org.

CONFERENCE PROGRAM ADVERTISEMENT

Enhance your exposure to DONA International Conference participants by placing your advertisement in the conference program, which ensures that your business information is marketed in your own special way to each conference participant.

			20% discount for Exhibitors
Quarter-page (2.5" w x 4.0" h)	US \$75	US \$60	
Half-page (5.25" w x 4.0" h)	US \$125	US \$100	
Full-page (5.25" w x 8.25" h)	US \$200	US \$160	
Inside cover (front or back)	US \$325	US \$260	
Outside back cover full-page (color)	US \$600	US \$480	

DIGITAL FILES

Email your electronic files to Exhibits@DONA.org, no later than June 8, 2018 in order to be included in conference program. Adobe PDF, Adobe InDesign or Adobe Illustrator files are preferred. Include screen and printer fonts and native graphics (.jpg or .tif) in high resolution for printing (300 dpi or greater). A hard copy proof should also be mailed. The file name should include the name of the advertised business.

HARD COPY ORIGINALS

Provide camera-ready originals from a clean laser print or PMT. Demanding graphics should be screened at 70 lines per inch.

INK/PRINT COLORS

All ads are printed in black ink on white paper, with the exception of the outside back cover full-page ad.

Outside back cover may be a two-color print in color scheme of front cover as determined by DONA International.

DONA international cannot guarantee the print quality of ads submitted in color and printed in black ink.

Complete the application and contract and mail them with payment in US funds, along with hard copy originals and/or digital file proofs, to Exhibit Chair, DONA International, 35 E. Wacker Drive, Suite 850, Chicago, IL 60601. If paying by credit card, you may fax the application and contract to (312) 644-8557 and email digital PDF files to Exhibits@DONA.org.

All documentation and payment must be received no later than Wednesday, May 30, 2018 - 5 pm EST.

SILENT AUCTION

All conference exhibitors are asked to donate one or more silent auction items. This provides another great opportunity for conference participants to see your product and name and associate you with a good cause. All monies raised from the Silent Auction go the DONA International Spirit Fund. Your item(s) will be displayed at the silent auction with your donor information.

List the item(s) you are planning to donate on your application form. If you are also exhibiting at the conference, give your silent auction item(s) to the Exhibit Chair during the set-up time on Thursday. If you are not exhibiting, the shipping address will be provided upon receipt of your application. All items or gift certificates that are being shipped must be received by June 29, 2018, and should be clearly marked for the silent auction. Please include the value of the item(s) and by whom donated.

Exhibitor Conference Registration Package

Confirmed exhibitors will receive a 15% discount off the conference registration fee. The DONA International 24th Annual Conference brochure with all the details will be posted at www.DONA.org in the Spring of 2018.

If you have any questions about sponsoring, exhibiting or advertising, please contact the DONA International Exhibit Chair via email at Exhibits@DONA.org.

DONA International reserves the right to refuse any product, flyer or advertisement. All sponsors, exhibitors and advertisers must agree to comply with the World Health Organization Code regarding marketing of breast milk substitutes. (who.int/nutrition/publications/code_english.pdf)

This document contains the following important provisions:

1. No advertising of breast milk substitutes to families.
2. No free samples or supplies in the health care system.
3. No promotion of products through health care facilities.
4. No words or pictures idealizing artificial feeding, including pictures of infants on the labels or the product.
5. Information to health workers should be scientific and factual only.
6. All information on artificial feeding, including labels, should explain the benefits of breastfeeding and the costs and hazards associated with artificial feeding.
7. Unsuitable products should not be promoted for babies.
8. All products should be of high quality and take into account climate and storage conditions of the country where they are used.

SPONSOR | EXHIBITOR | ADVERTISER APPLICATION

DONA International Conference

Please complete and email as PDF to Exhibits@DONA.org, fax to (312) 644-8557 or mail to DONA International, 35 E Wacker Drive, Suite 850, Chicago, IL 60601

Sponsor Company Exhibitor Advertiser Organization Name PLEASE PRINT CLEARLY													
Address	City	State/Province	Zip/Postal Code										
Phone		Fax											
E-mail		Website											
Contact Person													
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 (limit 2) PLEASE PRINT CLEARLY													
<p>I would like to take advantage of the following opportunities DEADLINE: WEDNESDAY, MAY 30, 2018 - 5 PM EST</p> <table style="width: 100%;"> <tr> <td style="width: 40%; vertical-align: top;"> <p>___ Conference Bags Sponsor (US \$3,000)</p> <p>___ Welcome Reception on Thursday Evening (US \$2,000)</p> <p>___ General Session Sponsor (US \$1,400)</p> <p>___ Family Room Sponsor (US \$1,000)</p> <p>___ Concurrent Session Sponsor (US \$450)</p> <p>___ Coffee Break Sponsor (US \$300)</p> <p>___ Breakfast Sponsor (US \$500)</p> <p>___ Lunch Sponsor (US \$1,000)</p> <p>___ Motherbaby Visionary (US \$3,500)</p> <p>___ Partner in Improving Motherbaby Care (US \$1,000)</p> <p>___ Doula Advocate (US \$400)</p> <p>___ Friend of DONA International (US \$200)</p> </td> <td style="width: 60%; vertical-align: top;"> <p>Exhibit Table: (Check designation below and write in correct dollar amount here) \$ _____</p> <table style="width: 100%;"> <tr> <td style="width: 50%;"><i>Early Bird- By Wednesday May 30, 2018 5 pm (EST)</i></td> <td style="width: 50%;"><i>Regular Fee- After Wednesday May 30, 2018 - 5 pm (EST)</i></td> </tr> <tr> <td>___ Commercial US \$835 (includes lunches)</td> <td>___ US \$935 (includes lunches)</td> </tr> <tr> <td>___ Not for Profit US \$655 (includes lunches)</td> <td>___ US \$755 (includes lunches)</td> </tr> <tr> <td>___ Author US \$610 (includes lunches)</td> <td>___ US \$710 (includes lunches)</td> </tr> </table> <p>___ Additional booth personnel @ \$150.00</p> <p><i>For more information, contact Registration@DONA.org</i></p> </td> </tr> </table>				<p>___ Conference Bags Sponsor (US \$3,000)</p> <p>___ Welcome Reception on Thursday Evening (US \$2,000)</p> <p>___ General Session Sponsor (US \$1,400)</p> <p>___ Family Room Sponsor (US \$1,000)</p> <p>___ Concurrent Session Sponsor (US \$450)</p> <p>___ Coffee Break Sponsor (US \$300)</p> <p>___ Breakfast Sponsor (US \$500)</p> <p>___ Lunch Sponsor (US \$1,000)</p> <p>___ Motherbaby Visionary (US \$3,500)</p> <p>___ Partner in Improving Motherbaby Care (US \$1,000)</p> <p>___ Doula Advocate (US \$400)</p> <p>___ Friend of DONA International (US \$200)</p>	<p>Exhibit Table: (Check designation below and write in correct dollar amount here) \$ _____</p> <table style="width: 100%;"> <tr> <td style="width: 50%;"><i>Early Bird- By Wednesday May 30, 2018 5 pm (EST)</i></td> <td style="width: 50%;"><i>Regular Fee- After Wednesday May 30, 2018 - 5 pm (EST)</i></td> </tr> <tr> <td>___ Commercial US \$835 (includes lunches)</td> <td>___ US \$935 (includes lunches)</td> </tr> <tr> <td>___ Not for Profit US \$655 (includes lunches)</td> <td>___ US \$755 (includes lunches)</td> </tr> <tr> <td>___ Author US \$610 (includes lunches)</td> <td>___ US \$710 (includes lunches)</td> </tr> </table> <p>___ Additional booth personnel @ \$150.00</p> <p><i>For more information, contact Registration@DONA.org</i></p>	<i>Early Bird- By Wednesday May 30, 2018 5 pm (EST)</i>	<i>Regular Fee- After Wednesday May 30, 2018 - 5 pm (EST)</i>	___ Commercial US \$835 (includes lunches)	___ US \$935 (includes lunches)	___ Not for Profit US \$655 (includes lunches)	___ US \$755 (includes lunches)	___ Author US \$610 (includes lunches)	___ US \$710 (includes lunches)
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<p>Conference Program Advertising</p> <p>Deadline: Wednesday, May 30, 2018 - 5 pm EST</p> <p>___ Quarter page US \$75 / \$60 for Exhibitors</p> <p>___ Half page US \$125 / \$100 for Exhibitors</p> <p>___ Full page US \$200 / \$160 for Exhibitors</p> <p>___ Inside front cover US \$325 / \$260 for Exhibitors</p> <p>___ Inside back cover US \$325 / \$260 for Exhibitors</p> <p>___ Outside back cover (color) US \$600 / \$480 for Exhibitors</p>		<p>Registration Packet insert (per 400 single items); include one sample insert with this application or email a sample to Exhibits@DONA.org. Deadline: June 29, 2018 - 5 pm EST</p> <p>Commercial US \$175 _____ Non-profit US \$125 _____</p> <p>___ Silent Auction donation item(s) - if not attending the Conference, ship by June 29, 2018</p>											
<p>TOTAL AMOUNT DUE: US \$ _____ Payment by: Check # _____ Money Order # _____</p> <p>Credit Card: Visa MasterCard Discover Am Ex Credit Card # _____ Exp. Date: ____/____/____ CCV: _____</p> <p>PRINT Name as on Card _____ Total Payment: US \$ _____</p> <p>Signature: _____ Date: ____/____/____</p> <p>For office use only: Date rec'd: _____ Payment processed: Fwd. : EC: _____ MC: _____ CC: _____</p>													

EXHIBITOR CONTRACT

By signing this contract, the 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 may result in forfeiture of all monies paid or due DONA International under the terms of this agreement.

- Exhibitors 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.
- Exhibits are limited to the space assigned. They are not to extend beyond that space, including wall and ceiling coverage, and should not interfere with other Exhibitors' displays. Materials, flyers, brochures and distribution of other printed matter shall be limited to the individual exhibit space. Volume settings on any audio equipment should be set at a reasonable level, so as to not disturb others.
- 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:** _____
- 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.
- Exhibitor understands that s/he is responsible for all liability insurance coverage for person and property. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless agents, servants, and employees, and DONA International from any and all such losses, damages and claims.
- Exhibitor will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.
- Exhibitor will be responsible for any and all additional charges imposed by the hotel and/or Conference service, including electricity, phone lines and Internet and freight charges.
- Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act.
- Exhibitor will forfeit space not occupied by the close of the set-up period Thursday, July 19 at 2:30 pm. This space may be resold, reassigned or used by the exhibit management. There will be no refund for space not occupied.

Refund/Cancellation Policy: Exhibitors may cancel this agreement on or before Friday, May 18, 2018, postmarked by 5 pm EST by written notification to the DONA International Exhibit Chair, and refunds will be made at 50% of the total amount due. After Friday, May 18, 2018, no refund will be given.

- If the Conference or Exhibits are canceled due to circumstances beyond the control of DONA International, DONA International will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the exhibit space.
- DONA International reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products and conduct.

We will contribute the following item(s) for the Silent Auction:

1. Retail value: US \$ _____
2. Retail value: US \$ _____

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 _____

Send completed PDF contract with credit card information (payment in US funds) to DONA International:

Fax - (312) 644-8557

Email - Exhibits@DONA.org

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

Remember to include a sample of any intended packet insert.

**DONA INTERNATIONAL THANKS YOU AND LOOKS FORWARD
TO A MUTUALLY BENEFICIAL CONFERENCE EXPERIENCE!**