

Exhibitor &  
Sponsor  
Prospectus

# Primal Health

## Global Lessons From the Womb



**Conference 2009**  
October 16 - 18  
Eastland Park Hotel  
Portland, ME

Presented by

*birthworks*®

*International*



*because it's ancient...*

Birth Works® International Conference 2009  
October 16 – 18, 2009 · Eastland Park Hotel · Portland, Maine  
Primal Health: Global Lessons From The Womb

## Contact Information

1-888-TO-BIRTH (862-4784)

## Conference Co-Chairs

Nancy Grygent  
ican\_nancy\_emass@msn.com

Audrey McDonnell  
audreym@birthworks.org

## Exhibits

Jodie Castanza  
jodiecl@gmail.com

MiNa Chung  
minachungphd@gmail.com

## Website Editor

Joan-e Rapine  
joan-e@ycamp.org

## Why should you exhibit or sponsor?

- Great exposure to childbirth community professionals
- Great rates
- Help support education and outreach efforts to inform birthing families about the importance of primal health and the primal period

## Hotel Information

Eastland Park Hotel  
157 High St.  
Portland, Maine 04101  
207-775-5411

Dear Prospective Exhibitor or Sponsor,

Birth Works International (BWI) is a nonprofit organization based in Medford, NJ that offers certification programs for childbirth educators and doulas. Our primary focus is to provide education to the public, informing them about safe birthing practices, which in a human values approach, help to integrate the mind, body, and spirit during pregnancy and birth. Cathy Daub, PT, is the founder, designer, and president of Birth Works International which has an advisory board of childbirth professionals and activists worldwide.

Our conference, *Primal Health: Global Lessons From the Womb*, is one of the first to address what happens to a baby in the primal period, (time in the womb to the end of the first year of life), and the long-term consequences into adulthood. Our keynote speakers have all carried out extensive work in the field of primal health and include midwives Mary Zwart from the Netherlands and Heloisa Lessa from Brazil, Michel Odent MD from London, Susan Ludington PhD, CNM from Ohio, and Bethany Hays MD from Maine. Dr. Odent is founder of the Primal Health Research Center and publishes an international quarterly newsletter on primal health. His complete database on the Birth Works website [www.birthworks.org](http://www.birthworks.org), brings together research on primal health from around the world.

Our conference will attract attendees from a broad geographic region, and we expect our core group to come from the New England area. Our participants are involved in a wide scope of childbirth professions including nurses, midwives, childbirth educators, lactation consultants, doulas, chiropractors, obstetricians, and parents. We expect to attract 125-175 participants at our conference.

We are excited to offer a wide range of sponsorship and advertising opportunities to help promote your company and organization. Your support will help us to bring together diverse global communities who can share and learn important lessons and long-term implications about primal birth practices around the world, and develop strategies that can help ensure good health for our children into their adult years.

Sincerely,

Nancy Grygent & Audrey McDonnell  
Birth Works International Conference 2009 Co-Chairs

## Exhibit/Sponsorship Opportunities

### Who will attend?

Childbirth Educators  
Doulas  
Midwives  
Nurses  
Doctors  
Chiropractors  
Health Practitioners  
Parents

### Attendee Profile

Majority will be women in a childbirth professional role who work directly with childbearing families and women of childbearing age interested in a natural healthy lifestyle.

### Past Exhibitors/Sponsors:

Babies R' US  
Bellydance for Birth  
Birthwise Midwifery School  
Bliss by Mom  
Citizens for Midwifery  
Cutting Edge Press  
Dar a Luz  
Elizabeth Noble  
Family Tree Glass Studio  
gDiapers  
ICAN  
ICPA/HPA  
InJoy Videos  
Lansinoh  
LifebankUSA  
Midwifery Today  
Motherlove Herbal Company  
New Native  
NOCIRC  
Nutrabella  
Shekinah Birthing  
Tatia Oden French Foundation  
Teecino Caffè  
Three Lollies  
Whole Foods  
Zygoddess

### **Grand Sponsorship** **\$5,000**

- Three minute speaking session to promote your company or product
- Verbal Acknowledgement at opening and close of conference
- Exhibit table with sign acknowledging sponsor level
- Full page size ad in digital conference manual
- Sign in General Session Room
- Logo on conference brochure
- Logo on conference website
- Conference Bag Insert
- Two free conference registrations
- Projection Ad
- Attendee mailing list

### **Platinum Sponsorship** **\$3,500**

- Verbal Acknowledgement at opening and close of conference
- Exhibit table with sign acknowledging sponsor level
- Half page size ad in digital conference manual
- Logo on conference brochure
- Logo on conference website
- Conference Bag Insert
- Two free conference registrations
- Projection Ad
- Attendee mailing list

### **Gold Sponsorship** **\$2,500**

- Logo on conference website
- Conference Bag Insert
- One free conference registration
- Exhibit table with sign acknowledging sponsor level
- Verbal Acknowledgement at opening and close of conference
- Projection Ad
- Third page size ad in digital conference manual
- Attendee mailing list

### **Silver Sponsorship** **\$1,500**

- Conference Bag Insert
- One free conference registration
- Exhibit table with sign acknowledging sponsor level
- Verbal Acknowledgement at opening and close of conference
- Projection Ad
- Quarter page size ad in digital conference manual
- Attendee mailing list

### **Bronze Sponsorship** **\$500**

- Exhibit table with sign acknowledging sponsor level
- Verbal Acknowledgement at opening and close of conference
- Projection Ad
- Quarter page size ad in digital conference manual
- Attendee mailing list

## Exhibiting Schedule

Exhibitors will be featured during the following times. Additionally, attendees will be free to browse exhibits at all times of the conference (7:30am to 6:00pm on Friday & Saturday and 7:30am to 1:30pm on Sunday).

### Thursday

Setup 4:00 pm – 8:00 pm

### Friday & Saturday

#### Exhibit Hours

Breakfast 7:30 am – 8:45 am

Break 10:30 am – 11:00am

Lunch 12:30 pm – 2:00 pm

Break 3:30 pm – 4:00 pm

Evening 5:30 pm – 6:00 pm

### Sunday

#### Exhibit Hours

Breakfast 7:30 am – 8:45 am

Break 10:30 am – 11:00am

Lunch 12:30 pm – 1:30 pm

Dismantle 1:30 pm – 4:30 pm

## Exhibitor Conference Registrations

Exhibitors may wish to attend the conference. The first two may attend at a special exhibitor rate of \$225 per person. Any additional exhibitor staffer is very welcome to attend at the full conference rate. Boxed lunches are available for purchase at \$20/per day for any exhibitors not attending the conference.

## Box Storage

Eastland Park Hotel will accept shipments 3 days prior to the conference. The Eastland Park Hotel will not be responsible for the unloading or loading of shipped items. All shipped items must include the name and date of the event. COD items will NOT be accepted. The Eastland Park Hotel will not assume responsibility for damage or loss of any items sent to the hotel for storage.

## Exhibit Table

Before 5/15/09	Commercial	\$295
	Non-profit	\$175
After 5/15/09	Commercial	\$345
	Non-profit	\$225

### Includes:

- Business card size ad in digital conference manual
- 25 word company description in conference manual
- Two discounted conference registrations (optional)
- Breakfast and snacks provided free, Box lunch (optional additional fee)
- 50% discount on Projection Ad (optional)
- Digital conference manual
- Attendee mailing list

### Donation of silent auction item by exhibitors is strongly encouraged.

(Signs and banners are not permitted to be attached to function walls, floors, ceilings or curtains.)

## Conference Bag Insert **\$100**

Maximum of 8" x 11" brochure/flyer. Audio/Video media is permitted. Sample of insert must be submitted with application.

## Projection Ad **\$100**

Your full page ad will be looped through a slide show and projected on a screen in the general session room 15 minutes prior to each keynote session.

## Silent Auction Donation

We will be organizing a silent auction to take place throughout the conference. We would appreciate any donations exhibitors or sponsors would like to contribute to help support BWI.

**Conference Bag Inserts and Silent Auction Donation items should be sent to Birth Works International, c/o Jodie Castanza, PO Box 386, Amherst, MA, 01004. For FedEx or UPS deliveries, send to Birth Works International, c/o Jodie Castanza, 205 Berkshire, 121 County Circle, Amherst, MA, 01003. Please send by 8/31/09.**

## Digital Conference Manual Ad

In an effort to promote sustainable practices and reduce our imprint on the environment we will be providing the conference manual in a digital format. All conference participants will receive a special digital version of the conference manual on CD.

	Before 5/15/09	After 5/15/09
Business Card (3 ½ x 2 )	\$35	\$50
Quarter Page (4 x 4 ¼ )	\$75	\$125
Half Page (7 ½ x 4 ½ )	\$95	\$145
Full Page (7 ½ x 8 ¾ )	\$200	\$250

**Please e-mail all ads (all formats) to [marketing@birthworks.org](mailto:marketing@birthworks.org) by 8/31/09.**

### Exhibit/Sponsorship Contract

#### Sponsorship Level

\_\_\_ Grand \$5,000  
\_\_\_ Platinum \$3,500  
\_\_\_ Gold \$2,500  
\_\_\_ Silver \$1,500  
\_\_\_ Bronze \$500

\$ \_\_\_\_\_

#### Exhibit Table

\_\_\_ Commercial \$295/\$345  
\_\_\_ Non-Profit \$175/\$225

\$ \_\_\_\_\_

#### Conference Bag Insert \$100

\$ \_\_\_\_\_

#### Projection Ad \$100 (Exhibiting Discount \$50)

\$ \_\_\_\_\_

#### Conference Manual Ad

\_\_\_ Business Card \$35/\$50  
\_\_\_ Quarter Page \$75/\$125  
\_\_\_ Half Page \$95/\$145  
\_\_\_ Full Page \$200/\$250

\$ \_\_\_\_\_

#### Conference Registrations (Max 2)

Qty \_\_\_ @ Discount Rate (\$225)

\$ \_\_\_\_\_

#### Boxed Lunch (\$20 each/day)

Qty Fri \_\_\_ Sat \_\_\_ Sun \_\_\_

Dietary Requests \_\_\_\_\_

\$ \_\_\_\_\_

Total

\$ \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-Mail \_\_\_\_\_

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

Names of Attending Representatives

\_\_\_\_\_  
\_\_\_\_\_

Silent Auction Donation Item(s):

\_\_\_\_\_

Total Amount \$ \_\_\_\_\_

Payment Method

Check

MasterCard

Visa

Account Number

Exp. Date

Signature

Send completed form and payment in full to:

**Birth Works International**

**PO Box 2045**

**Medford, NJ 08055**

Fax: 609-953-9380 Or pay online at [www.birthworks.org](http://www.birthworks.org)

For hotel reservations, call 1-888-671-8008 or (207) 775-5411. Mention the Birth Works International Conference and receive the conference rate of \$129/night if reservations are made by September 15, 2009. Parking is available in the Gateway Garage adjacent to the Eastland Park Hotel. Overnight guest's parking is included in the hotel rate but does not include In/Out privileges.

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Primal Health: Global Lessons From The Womb

### Terms and Conditions

**Safety Regulation:** Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations may be used at any time. All drapes, table coverings and other materials must comply with the fire department regulations.

**Failure to Occupy Space:** Space not occupied by the close of the exhibit installation period, as specified in these rules and regulations, will be forfeited by the exhibitor. This space may be resold, reassigned or used by the exhibit management. There will be no refund for space not occupied.

**Conference Cancellation:** If the conference or exhibit is canceled due to circumstances beyond the control of Birth Works® International (BWI), BWI will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

**Selection of Exhibitors:** Only firms and organizations whose services and products are appropriately related to the purpose of Birth Works® International shall be permitted to exhibit. Birth Works® International reserves the right to decline or prohibit any exhibit that is in its judgment inappropriate, including persons, things, printed matter, media, products and conduct. Birth Works® International is committed to the philosophy that breastfeeding provides the optimal nutrition for an infant, and believes that childbirth education should protect, promote and support breastfeeding. Therefore, we will only consider as advertisers, exhibitors, or contributors those companies who abide by the World Health Organization International Code of Marketing Breast Milk Substitutes.

**Music Licensing:** The exhibiting company will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.

**Exhibit Booth Assignment:** Space assignments will be made on a first come first serve basis. Birth Works® International reserves the right to make any changes to the floor plan as necessary.

**Exhibit Fees or Sponsorship:** Full payment and signatures must be provided before applications will be processed. Make check payable to Birth Works®, International and mail to PO Box 2045, Medford, NJ 08055. Receipt of your contract does not oblige Birth Works® to accept the contract as binding. Birth Works® retains the option of returning funds.

**Cancellation:** Any cancellations of exhibit space must be received in writing. Refunds minus an administrative fee of \$50/booth will be made at the discretion of the exhibit management but no refund will be given for a cancellation made within 90 days of setup day. In case of fire or the elements, or any other causes beyond control of management that prevent the holding of the exhibition, this contract will not be binding.

**Exhibits Booth:** All booths will be 8' X 10'. You are encouraged to bring a 7' x 44" identification sign, bearing the exhibitor's name, city, state and booth number. A 6' draped table, side chairs and standard electrical media hook-up will be provided.

**Security:** Exhibitors are solely responsible for their own signs and exhibit materials and should insure their exhibits against loss and/or damage.

**Exhibitor Registration:** The returned application confirmation, serves as pre-registration. Exhibitors must register at the Registration Desk on Thursday, October 15, 2009 between 4 and 7 pm. Exhibitor registration packets will be available. Exhibitors will be given badges which are to be worn at all times. No one will be admitted to the Exhibit Hall without a badge.

**Use of Space:** Exhibitors shall not assign, share or sublet any space without written consent of Birth Works® International. Care must be taken that no display extends more than 8' above the floor or more than 3' in depth from the back wall of the booth, or interferes with the view of other exhibitors. Annoying volume produced from operation of any equipment or apparatus is not permitted.

**Liability:** Birth Works® International and the Eastland Park Hotel will not be responsible for the safety of the property of the exhibitors from theft, fire, damages, accident, or other causes. Exhibitor agrees to protect, save and hold Birth Works® International, and the Eastland Park Hotel (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 exhibitor, and further, exhibitor 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 exhibitor's occupancy and use of the exhibition premises or a part thereof.