



USLCA 2019 National Conference

EXHIBITOR PROSPECTUS

United States Lactation Consultant Association



NEW HORIZONS

... *in Clinical Lactation* ...



May 16-18, 2019 • Scottsdale Resort at McCormick Ranch • Scottsdale, AZ



2017 National Conference - New Horizons in Clinical Lactation

WELCOME!

USLCA 2019 National Conference • New Horizons in Clinical Lactation

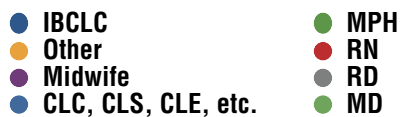
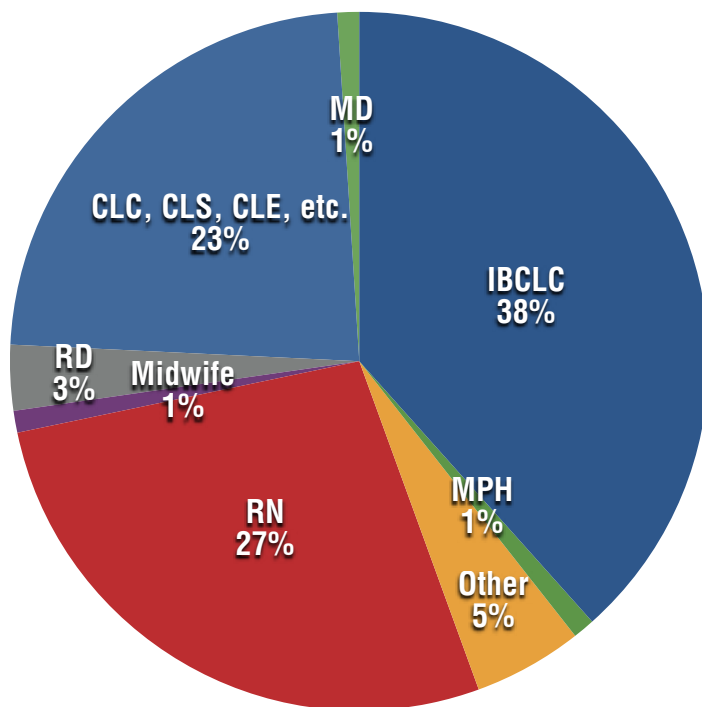
May 16-18, 2019

The United States Lactation Consultant Association invites you to exhibit at its 2019 national conference in Scottsdale, Arizona. Join hundreds of lactation consultants, nurses, physicians, midwives, nutritionists and others who will attend. Engage with those who influence purchasing decisions made by expectant and new parents, healthcare organizations, breastfeeding centers, and other medical facilities.

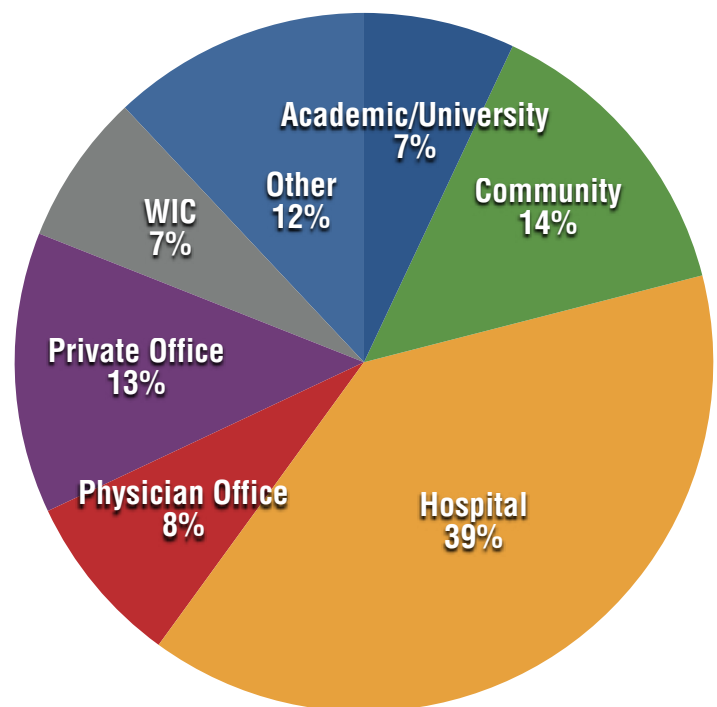


DEMOGRAPHICS OF PRIOR CONFERENCE ATTENDEES

By Credential



By Work Setting



CONFERENCE DETAILS

Scottsdale and the Resort

Combining modern accommodations with amenities that capture the elegance of historic haciendas of the past, the Scottsdale Resort at McCormick Ranch is an exceptional meeting destination in the Phoenix area. Attendees will have access to the resort's many amenities, including the Luna Spa and Fitness Center, two on-property swimming pools with full cabana service, and preferred rates and tee times at the McCormick Ranch Golf Club. Enjoy the dramatic beauty of the pristine Sonoran Desert and the burgeoning shopping, restaurant, and gallery district of Scottsdale. Located just 10 minutes from Downtown Scottsdale and 20 minutes from the Phoenix International Airport, your time at the conference will be well spent learning, networking, relaxing, and enjoying the area.



Pool



King Room



Front Monument



Bennies Courtyard



Golf Course



EST 1976

THE SCOTTSDALE

RESORT AT MCCORMICK RANCH

A DESTINATION HOTEL®

THE SCOTTSDALE RESORT

7700 E McCormick Parkway
Scottsdale, AZ 85258

Phone reservations: 800-540-0727
Hotel main line: 480-991-9000

Hotel website:
<https://www.destinationhotels.com/scottsdale-resort>

The special USLCA conference rate is \$157+tax and is available for room stays between May 15 and May 19. The special room rate will be available until April 17th or until the group block is sold-out, whichever comes first. Hotel reservations may be made by phone 800-540-0727 (be sure to reference the USLCA conference) or via the hotel's secure website at: http://bit.ly/conference_hotel



OPPORTUNITIES *Reserve your space today!*



SPONSOR

Take this valuable opportunity to support lactation education as a conference sponsor and position yourself as an industry leader! Your sponsorship dollars help to make registration fees more affordable and ensure delivery of high-quality education. All sponsors will be listed on the USLCA website and in the Conference Syllabus and app in recognition of their support. See the chart for a full list of benefits related to each sponsorship investment.



EXHIBIT

Attend the 2019 New Horizons in Clinical Lactation conference as an Exhibitor for the opportunity to highlight your brand and connect with the lactation community. Reserve your booth space early to ensure high visibility of your products and services.



ADVERTISE

Full color ads may be purchased for placement in a variety of platforms including the Conference Syllabus, USLCA website, eNewsletter, or *Clinical Lactation* journal. Review the advertising opportunities to find a size and publication to fit your budget. Please note, advertising in our conference app is reserved for our conference sponsorship partners.



SILENT AUCTION/RAFFLE DONATION

Consider donating an item to the silent auction or raffle for an added opportunity to highlight a product or service. Email conference@uslca.org for details.

EXHIBIT



NEW HORIZONS

... in Clinical Lactation ...

As an Exhibitor you will receive:

- Contact with hundreds of decision-makers, leaders, and influencers in the lactation community
- Listing in the Conference Syllabus
- Badges for two company representatives with meal tickets for breakfast and lunch
- 15% off conference registration fees per paid Exhibitor representative
- 8' x 8' exhibit booth with 8' high back drape and 3' high side drape, 6' skirted table, 2 chairs, wastebasket, company sign, and carpet

All booth representatives will receive a name tag with *Exhibitor* ribbon to permit entrance to the Exhibit Hall. On exhibition days, Exhibitors may enter the Exhibit Hall 30 minutes prior to opening and Exhibitor badges must be worn for entry. Additional company representatives with meals are available for purchase. Anyone without paid registration, including unregistered travelling companions and family members, will not be included in catered functions.

Exhibit space will be assigned on a first-come, first-served basis. Every effort will be made to accommodate your requested booth preference. Exhibitors who reserve space by March 31, 2019, will be listed in the Conference Syllabus. Exhibitor requests received after March 31, 2019, will be accepted as space allows and will not be included in the Conference Syllabus. For placement purposes, requests will only be considered received when full payment has been made.

SCHEDULE

Exhibit Hall will be open during breakfast and designated breaks but remain closed to the public during most education sessions for the security of your booth. Hall hours are subject to change.

DAY	TIME	EVENT
THURSDAY	12:00-4:00	Exhibit Hall Setup
	4:00-6:00	Code Walk-through*
	6:00-8:00	Welcome Reception/ Exhibit Hall Grand Opening
FRIDAY	7:00-8:00	Breakfast/Exhibits
	8:00-10:00	Sessions (Hall closed)
	10:00-11:00	Break/Exhibits
	11:00-12:00	Sessions (Hall closed)
	12:00-1:15	AGM/Lunch (Exhibit Hall open)
	1:15-2:00	Exhibits/Posters
SATURDAY	7:00-8:00	Breakfast/Exhibits
	8:00-11:00	Sessions (Hall closed)
	11:00-12:00	Break/Exhibits
	12:00-2:00	Exhibit Hall move out

*USLCA complies with the International Code of Marketing of Breastmilk Substitutes and all subsequent WHA resolutions. A compliance walk-through will be conducted immediately prior to the grand opening of the Exhibit Hall. A booth representative must be present during this time.





EXHIBIT ENHANCEMENTS

*The following booth enhancements are available to exhibitors.
Many are limited so secure your spot today!*

ADDITIONAL REPRESENTATIVE \$200.00 / PERSON

In need of an extra pair of hands at your booth? Badges for two representatives per booth will be included in the standard booth price. However, your organization may purchase additional representatives for \$200.00 per person. This will include entry to the Exhibit Hall, meal tickets for all catered functions, and eligibility for 15% off individual conference registration fee.

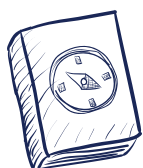


CORNER BOOTH UPGRADE \$150.00 LIMIT 14

Looking to maximize your exposure in the Exhibit Hall? Secure end cap placement for a premium booth location and be front and center to all conference attendees. There are only 14 of these spaces available and they will be sold on a first-come, first-served basis.

LEAD RETRIEVAL \$95.00 FEE WAIVED BEFORE NOVEMBER 8

Hoping to follow-up with attendees you connected with at the conference? Lead retrieval is a great way for attendees to check-in digitally at your booth so that you can collect contact information to continue the conversation! Contract your booth space before November 8, 2018, and receive your lead retrieval for FREE!



PASSPORT PROGRAM \$200.00 LIMIT 10

Looking for a way to encourage every attendee to stop by your booth? Participation in the passport program is a great opportunity to speak to everyone! Attendees who check off that they have visited all participating booths will be entered into a raffle.

TOTE BAG INSERT \$300.00 LIMIT 15

Hoping to give attendees another little nudge to stop by your booth? Consider adding one promotional item into the conference tote bag! Any handling fees assessed by the hotel for inbound shipments to USLCA will be invoiced back to the donating company. Each promotional item must come completely assembled and in one unit to include in tote bag. No assembly service will be provided.



All supplies must arrive at the resort by Wednesday, May 15, 2019.

SPONSORSHIP

SPONSORSHIP LEVEL	DONATION AMOUNT	LIMIT	LISTED ON CONFERENCE WEBSITE	LISTED IN APP	LISTED IN THE CONFERENCE BOOKLET	THANKED ON SOCIAL MEDIA
FRIEND OF USLCA	\$100-\$499	12	X	X	X	X
COPPER	\$500-\$999	9	X	X	X	X
BRONZE	\$1000-\$2499	7	X	X	X	X
SILVER	\$2500-\$4999	5	W/ HOTLINK	W/ HOTLINK	X	X
GOLD	\$5000-\$7499	5	W/ HOTLINK	W/ HOTLINK	X	X
PLATINUM	\$7500-\$9999	3	W/ HOTLINK	W/ HOTLINK	X	X
DIAMOND	\$10,000+	SOLD	W/ HOTLINK	W/ HOTLINK	X	X
PARENTING LOUNGE	\$1500	1	X	X	X	X
SNACK AREA	\$2500	1	X	X	X	X
LANYARD	\$3000	1	X	X	X	X
WELCOME RECEPTION	\$3500	1	X	X	X	X

ADVERTISING

SYLLABUS:

Back Cover	\$1200
Inside Cover	\$800
Full Page	\$650
Half Page	\$450
Quarter Page	\$300
Business Card.....	\$150



United States
Lactation
Consultant
Association

USLCA WEBSITE & E-NEWSLETTER:

Visit www.uslca.org/advertising for opportunities.

CLINICAL LACTATION:

USLCA members will receive the February issue of *Clinical Lactation* prior to the conference and the May issue immediately following. Access the USLCA media kit for more details: <http://uslca.org/wp-content/uploads/2018/03/2018-Springer-Ad-Rates.pdf>



LIST OF OPT-IN ATTENDEES	EXHIBIT BOOTH	AD IN CONFERENCE SYLLABUS	AD IN CONFERENCE APP	INCLUDE INSERT IN TOTE BAG	LOGO PLACEMENT	CLINICAL LACTATION AD
X						
X	10% OFF					
X	25% OFF	QUARTER PAGE				
X	COMPLIMENTARY	HALF PAGE	X			
X	COMPLIMENTARY	FULL PAGE	X	X	THROUGHOUT CONFERENCE	X
X	COMPLIMENTARY	INSIDE COVER	X	X	THROUGHOUT CONFERENCE	X
X	10% OFF				AT LOCATION	
X	25% OFF				AT LOCATION	
X	25% OFF				LANYARD IMPRINT	
X	25% OFF				DURING FUNCTION	



NEW HORIZONS

... in Clinical Lactation ...

MAY 16-18, 2019

IMPORTANT DATES

NOVEMBER 8, 2018

Deadline for FREE Lead Retrieval
(with booth contract)

APRIL 17, 2019

Cut-off for USLCA group rate at the resort (based on availability)

MARCH 31, 2019

Exhibitor application deadline
Deadline to cancel Exhibit for a refund

MAY 15, 2019

Deadline for promotional item to arrive at resort for Tote Bag Insert

RULES

Exhibitor Rules and Regulations...



Check-In, Installation & Dismantling of Exhibits

Exhibitor representatives will check in at the desk outside the Exhibit Hall to receive their registration packet and badges. Installation of exhibits will take place 12 PM – 4 PM on Thursday, May 16. All exhibits must be set up completely by 4:00 PM Thursday, May 16. A Booth Review will be conducted by USLCA between 4:00 PM – 6:00 PM to ensure that all exhibits are in compliance with Article 5.1 of the International Code of Marketing of Breastmilk Substitutes. At least one representative must be present during the review. Space not occupied by the close of the set-up period will be forfeited and USLCA may resell, reassign or use any such forfeited space. After this time, no installation work will be permitted without special permission from show management. Dismantling will take place starting at 12:00 pm on Saturday, May 18. Exhibitors may not tear down before this time. Exhibits must be completely removed from the Exhibit Hall by 5pm on Saturday May 18.

Brede Exposition Services is the Exhibit Hall general services contractor and will provide all additional services you require, including furnishings, accessories, additional tables, labor to erect and dismantle your exhibit, and information on pricing for electricity and internet. The Exhibitor Kit will be available to all paid Exhibitors by February 15, 2019. Exhibitors are encouraged to order all furnishings in advance to minimize delays and avoid additional costs during set-up.

Use of Space

Booths must be staffed during Exhibit Hall hours. Displays, demonstrations and any other advertising are limited to the confines of an Exhibitor's own booth, including distribution of literature or other items. Exhibitor agrees that its exhibit shall comply with the USLCA Advertising Policies, a copy of which is included in this brochure. Exhibitor may not offer educational sessions that conflict with any part of the Conference program schedule. Sale of products is permitted except for those prohibited by USLCA Advertising Policies. Exhibitor may not exhibit another Exhibitor's "end product" without permission of the Exhibitor in writing, and USLCA has the right to examine this permission. Exhibitor may not share or sublet space to another party without prior permission from USLCA.

Industry-Sponsored Events

Vendors are welcome to sponsor social events for Conference attendees at times when Conference events are not scheduled. All arrangements for vendor functions outside this Exhibitor Agreement must be made through the hotel with prior notification to USLCA. Any such function may not conflict with any part of USLCA's program, mission, or philosophy.

Americans with Disabilities Act

Exhibitors shall be fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend USLCA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys' fees and expenses) resulting from or arising out of the Exhibitor's failure or allegations of Exhibitor's failure to comply with the provisions of the ADA.

Conference Cancellation

This agreement is automatically terminated in the event the USLCA Conference is cancelled due to causes that are beyond reasonable control (i.e., acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities or other similar cause beyond the control of the parties making it inadvisable, illegal or impossible to hold the Conference). USLCA will determine an equitable basis for the refund of such portion of the exhibit fees, after due consideration of expenditures and commitments.

Space Reduction or Cancellation

All cancellations and reductions must be made in writing. If notice of cancellation is made prior to March 31, 2019, a refund less 50% of the total cost of the booth will be issued. Please note that after March 31, 2019, NO REFUNDS WILL BE ISSUED. Any applicable refunds will be issued after the conference.

Insurance and Liability

It is agreed that USLCA, the Scottsdale Resort at McCormick Ranch, and Brede Exposition Services shall not be liable to the Exhibitors for any loss, damage or injury to their property contained in such exhibits, or injuries to his person, no matter how sustained, whether from fire, theft, accident or other causes. The Exhibitor expressly waives all claims from such loss, damage or injury. Exhibitors or their agents may not allow any articles to be brought into the exhibition or any act done on the premise that will invalidate the insurance or increase the premium on the policies held by the management or USLCA. Exhibitors and their agents are not permitted to do anything through which act the premises, property or equipment of or other Exhibitors will be damaged. No signs can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner that would damage them. Violations will annul the Exhibitor's contract and he/she will be held liable for damages from such violations.

Advertising and Publications Policy

USLCA's Advertising and Publications Policy applies to all media produced by USLCA, and to all advertising in any USLCA media. USLCA media includes: *Clinical Lactation* journal, USLCA newsletter, USLCA website, USLCA webinars, websites conducting business on behalf of USLCA, publications produced by USLCA, and materials for any USLCA conference or workshop (i.e. Conference Syllabus, conference advertising copy, speaker handouts, exhibits). The USLCA Board of Directors encourages the wide dissemination of information useful to USLCA members and their clients, but seeks to avoid any express or implied endorsement of products or services advertised in USLCA media. Advertising or listing in USLCA media does not imply endorsement by USLCA of any program, product or service. No current or former Director of USLCA may use her/his office with USLCA to endorse any literature or product, but is free to do so as a private individual. Advertisers must comply with all applicable USLCA policies including General Advertising Policies and Conference Exhibitor, Vendor, Advertiser and Sponsor Policies.

General Advertising Policies

When advertising in any USLCA media, advertisers must comply with USLCA's Bylaws, the International Code of Marketing of Breastmilk Substitutes, all subsequent WHA resolutions, and all policies set forth in the USLCA Advertising and Publications Policy.

1.1.1 Compliance with USLCA Bylaws.

1.1.1.1 All USLCA advertising policies will comply with USLCA Bylaws.

1.1.2 Compliance with the International Code of Marketing of Breastmilk Substitutes and all subsequent WHA resolutions.

1.1.2.1 All USLCA media must be in compliance with the International Code of Marketing of Breastmilk Substitutes and all subsequent WHA resolutions.

1.1.2.2 USLCA does not invest in, nor accept funding, donations, advertising, nor sponsorship from, entities which do not comply with the International Code of Marketing of Breastmilk Substitutes and all subsequent WHA resolutions.

1.1.2.2.1 USLCA may seek an opinion letter from an independent arbiter on matters of interpretation of the International Code of Marketing of Breastmilk Substitutes (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]).

1.1.2.2.2 USLCA may request advice on whether entities are Code-compliant, and what measures might be taken to become Code-compliant, and hence eligible for advertising in USLCA media.

1.1.2.2.3 Contracts negotiated prior to determination of non-code compliancy may be honored within a reasonable period of time, not to exceed one year.

1.1.2.2.4 All contracts entered into by USLCA must include a cancellation clause based on non-code compliancy.

1.1.3 Non-Endorsement Policy.

1.1.3.1 Advertising or listing in any USLCA media does not imply endorsement by USLCA of any program, product or service.

1.1.3.2 Statements will be provided in each issue of the USLCA e-News, and on each page of the USLCA website and conference media as applicable, declaring that acceptance and publication of advertisements does not reflect endorsement by USLCA.

1.1.3.3 No current or former Director of USLCA may use her/his office with USLCA to endorse any literature or product, but is free to do so as a private individual.

1.1.4 Any Advertiser whose material is accepted by USLCA must confirm (by print or electronic means) that:

1.1.4.1 It has obtained and will maintain adequate product liability insurance coverage relative to all products advertised.

1.1.4.2 It is authorized to publish the entire contents of the advertisement.

1.1.4.3 It has carefully reviewed the contents of the advertisement.

1.1.4.4 The advertisement is truthful and not misleading.

1.1.4.5 The advertisement does not infringe upon any intellectual property law right held by a third party.

1.1.5 Any product or service for which there is a designated fee shall be considered an advertisement.

1.1.6 USLCA reserves the right to decline or prohibit any advertisement which in its judgment is inappropriate or contrary to its purposes, or promotes products or services deemed to be in conflict with the strategic plan, mission and vision of USLCA. This reservation is all inclusive as to persons, things, written matter, products, electronic media and conduct.

1.1.7 In consideration of USLCA's acceptance of any advertisement, the agency and/or advertiser shall agree to indemnify and hold USLCA harmless, without limitation, from any loss or expense resulting from claims arising from the contents or subject matter of such advertisement.

1.1.8 Any person or entity wishing to appeal any decision arising from these Advertising Policies is welcome to supply appropriate documentation to the USLCA Board of Directors.

Conference Exhibitor, Vendor, Advertiser, and Sponsor Policies

A. General goals for advertising at a USLCA Conference

1. USLCA's mission is "To advance the IBCLC with in the United States through leadership, advocacy, professional development and research."

2. USLCA's duty of fiscal responsibility includes the option to accept funds from advertisers at the USLCA conference to reduce the overall cost of the conference for members.

4. One of the benefits valued by USLCA members in attending the Annual Conference is their opportunity to visit the Exhibit Hall to see materials displayed and marketed there, that may be of interest to them as lactation professionals, or to the clients/patients they serve.

5. USLCA is governed by its Bylaws, which require recognition and support of the International Code of Marketing of Breastmilk Substitutes (International Code of Marketing).

6. USLCA will endeavor to ensure that all marketing within its Exhibit Hall and in its conference materials supports this Advertising and Publications Policy, and the International Code of Marketing, and will provide materials to encourage self-examination and compliance by potential Exhibitors.

7. USLCA can maintain some measure of control only over the fair and equal use of its Exhibit Hall space and conference materials, for the duration of the conference.

8. USLCA cannot police marketing in the global marketplace. USLCA cannot monitor global changes in corporate ownership. USLCA does not determine if an entity is, or is not, compliant with the International Code of Marketing.

9. The decision to contract with an Exhibitor rests with the USLCA BOD and Executive Director, after consideration of all factors designed to promote this policy, support the International Code of Marketing, and protect USLCA.

10. USLCA may seek an opinion letter from an independent arbiter on matters of interpretation of the International Code of Marketing (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]). USLCA will request advice on whether entities are Code-compliant, and what measures might be taken to become Code-compliant, and hence eligible for advertising in USLCA media.

11. All Exhibit Hall displays will be reviewed by USLCA prior to the opening of the Hall, to permit time for necessary corrections to be made by Exhibitors.

12. Conference participants who perceive that a violation of the USLCA Advertising and Publications Policy has occurred are encouraged to immediately bring their complaint to the attention of the USLCA Executive Director at the conference registration desk.

13. USLCA's conference Exhibitor, vendor, advertiser and sponsor policies apply to all promotional activities and materials, (i.e. exhibits, displays, program ads, program inserts, program advertising, conference packets or samples, and commercial mailings) produced by any person or entity in connection with any USLCA conference or event.

B. Acceptance of Exhibitor, Vendor, Advertiser or Sponsor

1. Exhibitors, vendors, advertisers and sponsors who provide products and services of interest to USLCA members and their clients, and who comply with USLCA's Advertising and Publications Policy, will be considered for rental of booth space in the Exhibit Hall and advertisements in conference materials.

2. The Prospectus provided to potential Exhibitors will include the following:

- a. A copy of the USLCA Advertising and Publications Policy;
- b. A summary of the International Code of Marketing of Breastmilk Substitutes;
- c. A cover letter explaining that USLCA's Bylaws require support of the International Code of Marketing of Breastmilk Substitutes, and encouraging compliance by Exhibitors, using language such as the following: Our Prospectus includes a copy of the USLCA Advertising and Publications Policy. This policy emphasizes USLCA's institutional commitment to support and comply with the International Code of Marketing of Breastmilk Substitutes. USLCA is a professional organization of lactation professionals, but it is not charged with determining which companies comply with the International Code of Marketing of Breastmilk Substitutes. USLCA may seek an opinion letter from an independent arbiter on matters of interpretation of the International Code of Marketing of

Breastmilk Substitutes (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]). USLCA will request advice on whether entities are Code-compliant, and what measures might be taken to become Code-compliant, and hence eligible for advertising in USLCA media. Please help USLCA to vigorously support and endorse the International Code of Marketing by reviewing whether your product or services fall within the scope of the International Code of Marketing, and if so, whether your marketing practices are compliant. Attendees at the USLCA conference are encouraged to bring to our attention any violations they perceive in the application of the USLCA Advertising and Publications Policy.

3. All contracts with Exhibitors, vendors, advertisers and sponsors will include the full text of USLCA's Advertising Policies.

4. Acceptance of an advertisement does not constitute USLCA's endorsement of the advertised product or service.

5. USLCA reserves the right to decline or prohibit any Exhibitor, vendor, advertisement or sponsor which in its judgment is inappropriate or contrary to its purposes. This reservation is all inclusive as to persons, things, printed matter, products and conduct.

6. In consideration of its acceptance as an Exhibitor, vendor, advertiser or sponsor, the party shall agree to indemnify and hold USLCA harmless, without limitation, from any loss or expense resulting from claims based upon the contents or subject matter of its advertising materials.

C. Services and Participation of Exhibitor, Vendor, Advertiser or Sponsor

1. If an Index to Exhibitors, Vendors, Advertisers and Sponsors is included in written materials, each will be listed alphabetically by company name.

2. All Exhibitors, vendors and advertisers will be provided an equal opportunity during the conference to sponsor approved events and to make donations in accordance with the USLCA Advertising and Publications Policy.

3. Sponsorships will be acknowledged as described in the sponsorship agreement for the current year.

4. When a drawing is held during the conference (of items donated by Exhibitors, vendors, advertisers and sponsors), only items from the conference booths in the Exhibit Hall will be included in the drawing. All conference registrants are eligible to win.

D. Compliance with USLCA Advertising and Publications Policy at the Conference

1. If an Exhibitor, vendor, advertiser or sponsor violates USLCA's Advertising and Publications Policy, the violator may be asked to:

- a. Remove or correct the products or media in violation of the USLCA Advertising and Publications Policy;
- b. Immediately close the exhibit;
- c. Remain responsible for all unpaid fees, costs, and expenses incurred in connection with its USLCA-related promotional activity;
- d. Forfeit all claims to fees paid to any party in connection with its promotional activities.

NEW HORIZONS
... in Clinical Lactation ...
2019

APPLICATION TO EXHIBIT/SPONSOR/ADVERTISE – 2019 USLCA CONFERENCE

May 16-18, 2019 • Scottsdale Resort at McCormick Ranch

Exhibit Opportunities

A standard 8x8-foot booth package includes one six-foot skirted table, two chairs, one wastebasket, and one company sign. Two representatives are permitted per booth unless additional reps are purchased as described below. Please view the floor plan and indicate your top three choices for booth space(s). Placements will be made on a first-come, first-served basis. Contact Molly Lamansky at: conference@uslca.org with questions regarding availability.

Booth Preference: 1. _____ 2. _____ 3. _____

Please avoid placement near _____

Would prefer placement near _____

On-site Representative Information:

1- Name (as listed on badge) _____

Email _____ Ph# _____

Dietary restrictions _____

2- Name (as listed on badge) _____

Email _____ Ph# _____

Dietary restrictions _____

Additional Representative Information (if purchased):

3- Name (as listed on badge) _____

Email _____ Ph# _____

Dietary restrictions _____

4- Name (as listed on badge) _____

Email _____ Ph# _____

Dietary restrictions _____

Exhibit Categories – please indicate your selections below.

- ☐ Commercial Exhibit \$2000 \$ _____
- ☐ Mid-size Business (5-15 employees) \$1250 \$ _____
- ☐ Small Business (fewer than 5 employees) \$750 \$ _____
- ☐ Non-profit Exhibit \$650 \$ _____

Enhancements – please check all that apply.

- ☐ Each Additional Representative \$200 _____
- ☐ Corner Booth Upgrade (limit 14) \$150
- ☐ Lead Retrieval \$95
- ☐ Passport Program (limit 10) \$200
- ☐ Tote Bag Insert (limit 15) \$300

Exhibit & Enhancements Subtotal \$ _____

Sponsorship Opportunities:

Please check all that apply.

- ☐ Friend of USLCA \$100-\$499
- ☐ Copper \$500-\$999
- ☐ Bronze \$1000-\$2499
- ☐ Silver \$2500-\$4999
- ☐ Gold \$5000-\$7499
- ☐ Platinum \$7500-\$9999
- ☐ Diamond \$10,000+
- ☐ Nursing lounge \$1500
- ☐ Snack area \$2500
- ☐ Lanyards \$3000
- ☐ Welcome reception \$3500

SOLD

Sponsorship Subtotal: _____

Conference Syllabus Advertising

- ☐ Back Cover \$1200
- ☐ Inside Cover \$800
- ☐ Full Page \$650
- ☐ Half Page \$450
- ☐ Quarter Page \$300
- ☐ Business Card \$150

Advertising Subtotal: _____

TOTAL AMOUNT DUE: \$ _____

☐ Check # _____

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Credit Card # _____

Signature _____

Exp _____ CVV _____

Terms

Applications are due by **March 31, 2019**, and must be accompanied by check or credit card information for the total amount due.

Submit registration at www.uslca.org/new_horizons_scottsdale or send signed application (digital signatures are accepted) and full payment to:

Mail: USLCA

P.O. Box 1845, Arlington Heights, IL 60006.

--Or--

Email: info@uslca.org.

After March 31, 2019, contact USLCA headquarters to inquire about availability.

I agree to the terms of this Invitation to Exhibit and the USLCA Advertising Policy.

Signature _____

Date _____

All applicants are subject to the terms, conditions, rules and regulations governing the Conference. Your signature on this application constitutes a binding contract if accepted by USLCA. Please print the name of your firm exactly as it should appear on signage and in all printed material.

Company _____

Contact Person _____

Billing Address _____

City _____

State/Province _____ Postal Code _____

Title _____

E-mail _____

Phone _____

NEW HORIZONS

... in Clinical Lactation ...

USLCA Contact: Molly Lamansky

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NEW HORIZONS

... in Clinical Lactation ...

MAY 16-18, 2019

Scottsdale Resort at McCormick Ranch

401★

Food & Beverage

406★

FLOOR PLAN

112★

313★

110

111★ **210**★

211★ **310**★

311

108

109 **208**

209 **308**

309

106

107 **206**

207 **306**

307

104

105 **204**

205 **304**

305

102

103 **202**

203 **302**

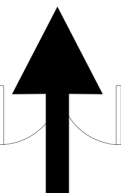
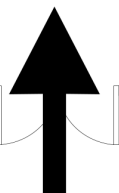
303

100★

101★ **200**★

201★ **300**★

301★



★ Requires Corner Booth upgrade fee



2017 National Conference - New Horizons in Clinical Lactation

NEW HORIZONS

... *in Clinical Lactation* ...



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