



Friday October 2nd and Saturday October 3rd, 2009

Lethbridge Lodge
320 Scenic Drive
Lethbridge, Alberta

Sponsorship & Exhibition Package



You are invited to sponsor/exhibit at the
1st annual Birthing, Breastfeeding and Bonding Conference 2009
“Movement Towards Positive Change in Present Practices”

This unique gathering is scheduled to take place on
Friday October 2nd and Saturday October 3rd, 2009
at the Lethbridge Lodge
320 Scenic Drive, Lethbridge, Alberta

The conference will bring together approximately 150 attendees including midwives, physicians, nurses, lactation consultants, doulas and various other Health Care Professionals. The participants represent a very specific niche; they are the people who have the means to improve birthing, breastfeeding and bonding practices. They are attending because they are interested in change. The Executive Committee organizing the event is comprised of passionate individuals who are interested in seeing the world of gentle birthing, wondrous breastfeeding and intimate bonding normalized.

Alberta is in need of an awakening, a light at the end of the tunnel, and this conference may just be that. Advocating for natural birth, breastfeeding and early bonding, the conference will be filled with the latest research on these three topics. Although geared towards health care professionals, the Birthing, Breastfeeding and Bonding conference is a great place for interested mothers and fathers as well. There will be a public portion on Friday evening and Saturday morning.

This is a great opportunity for you to promote your service or product to the people who will appreciate it the most. In addition to being exposed to the individuals and companies they represent you will also be referred to their clientele, which spans the province, and beyond. Your investment has the capability to reach an unlimited amount of people!

All exhibitors must be relevant to the conference topics as well as abide by the World Health Organization International Code of Marketing of Breastmilk Substitutes (PDF available upon request).

Space is limited, so please book early!

Please contact Andrea Johnson at birthingbreastfeedingbonding@gmail.com

Sponsorship/Exhibitor Registration available at birthingbreastfeedingbonding.com under “Media Kit.”

Gold Level Sponsorship:

\$750 or above before July 1st, 2009, \$850 or above after July 1st, 2009

- A table at the conference (optional)
- 1 conference registration for exhibitor
- Logo on canvas bag that is going to every registrant
- Half page ad in conference program
- Logo on website
- Verbal mention throughout conference
- PowerPoint ad (will run 15 minutes prior to keynotes and at breaks)
- Handouts/Business cards on tables at Friday evening event (open to public as well as conference registrants)

Silver Level Sponsorship:

\$500 before July 1st, 2009: \$600 after July 1st, 2009

- Logo on canvas bag that is going to every registrant
- 1/4 page ad in conference program
- Logo on website
- Verbal mention during conference
- PowerPoint ad (will run 15 minutes prior to keynotes and at breaks)

Bronze Level Sponsorship:

\$250 before July 1st, 2009: \$325 after July 1st, 2009

- Business card ad in conference program
- Logo on website
- PowerPoint ad (will run 15 minutes prior to keynotes and at breaks)

Exhibit booth:

\$285 + door prize (\$50+ in value) before July 1st, 2009: \$345 after July 1st, 2009

- 1 table & 1 chair
- 1 conference registration for exhibitor
- Directory listing in conference program
- Website listing (text only)

Other advertising opportunities:

Door prize: \$75 + door prize (\$50 + in value)

Website advertising: \$150

Handout in Canvas Bag: \$125

Business Card ad in conference program: \$100

Directory listing ad in program (words only): \$50

