



2018 CONFERENCE

LOUISVILLE, KY, USA • APRIL 19-21, 2018
MARRIOTT DOWNTOWN

EXHIBITOR & SPONSOR INFORMATION

Welcome to ICEA



2018

CONFERENCE

LOUISVILLE,
KENTUCKY, USA
APRIL 19-21,
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MARRIOTT
DOWNTOWN

Greetings from ICEA! You are cordially invited to exhibit during our upcoming ICEA Annual Conference in Louisville, Kentucky, in April 2018.

We also welcome you to advertise with ICEA and to be a Sponsor for a conference event—we have a variety of sponsorship options available. All of these are great opportunities for you to demonstrate your continued support of childbirth education, and to connect with attendees in the pregnancy, birth/postpartum, and lactation professions.

The title of this year's conference is "Coming Full Circle" Compassion, Collaboration, Choice". Our educational programming will cover an array of topics, including: childbirth education, breastfeeding, fitness and exercise, and business practices. We are confident that this year's annual conference will be a great success, and will offer a wealth of valuable information to the attendees, both through the conference events, and through the information gleaned from our exhibitors and sponsors. Events such as our Meet and Greet Reception and conference breaks provide networking opportunities for ICEA members, exhibitors, and sponsors alike.

Please review the enclosed Exhibit Information and Sponsorship Opportunities for more information. Please also review and complete the appropriate forms, and return them with payment at your earliest convenience.

If you have any questions about this year's meeting or sponsorship opportunities, please contact ICEA Conference Manager, Sarah Gillian, via email at icea-events@icea.org

We look forward to continuing our work together in service of expectant women and their families. Thank you for all that you do!

EXHIBIT HOURS

Wednesday, 18 April

5 7 pm Exhibit Hall Check In and Booth Setup
7:30 9 pm Exhibit Hall Open for Meet n Greet Reception

Thursday, 19 April

7 am 4:30 pm Exhibit Hall Open to Attendees

Friday, 20 April

7 am 3 pm Exhibit Hall Open to Attendees
3 5 pm Exhibit Hall Break Down and Move Out



General Information



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Welcome to the 2018 International Childbirth Education Association Conference

The International Childbirth Education Association (ICEA) is a professional organization that supports educators and other health care providers who believe in freedom to make decisions based on knowledge of alternatives in family-centered maternity and newborn care.

The 2018 Conference theme is centered around the

- **COMPASSION:** We believe approaching maternity care with compassion and a nurturing spirit improves birth outcomes for all families.
- **COLLABORATION:** We practice a culture of collaboration based on the knowledge that mindful engagement with diverse groups advances positive, family-centered maternity care.
- **CHOICE:** We support freedom of choice by training professionals committed to empowering expectant families through informed decision making.

ICEA's Goals

- Provide quality education emphasizing compassion, collaboration, and choice.
- Set the standards for the diversified birth professional.
- Advance ICEA as a leader in the field of maternal child health.
- Promote evidence-based options in maternal child health through collaboration and networking.
- Improve birth outcomes for all families in the international community.

ICEA welcomes childbirth educators, doulas, nurses, parent educators, midwives, breastfeeding educators, physicians, and other maternal/child health professionals to register for the 2018 Conference.

HOTEL

The conference will be held at the Louisville Marriott Downtown: 280 West Jefferson, Louisville, Kentucky, 40202. Please [click this link](#) to book your room or call the reservation line at 1-800-266-9432 and be sure to mention ICEA to indicate you are with the group. We've secured a special conference rate of \$179/night for ICEA attendees. This rate is available through **Monday, 26 March, 2018**, or until the group block is sold out whichever comes first. If you're having problems making reservations, please email Sarah, ICEA Conference Manager, at icea-events@icea.org

MEDIA DISCLAIMER

ICEA will photograph conference events and sessions. By registering for the conference, you grant ICEA permission to record, photograph, use, and distribute (both now and in the future) your image, name and voice in all forms and all media pertaining to this conference.

Terms & Conditions



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Exhibit Setup

Setup of exhibits must take place on Wednesday, 18 April 2018, from 5 - 7 pm. No installation of exhibits may take place after 7 pm on 18 April. All exhibits must remain in place until Friday, 20 April at 3 pm. The exhibit area must be clear by 5 pm, on 20 April.

Space Assignments / Fees

ICEA will assign booths. Assignments will be made on a first-come-first-serve basis and any special needs of the exhibitor. ICEA reserves the right to adjust the floor plan as conditions dictate.

Terms of Payment / Cancellations

Exhibit application and payment is due by 9 March 2018. If written notice of cancellation is received by 15 March 2018, ICEA will refund the entire exhibit fee minus a \$150 administrative fee. **No refunds will be made after 15 March 2018.**

Subletting of Space

The subletting or assigning of space is prohibited. Two or more companies may not exhibit or sell materials for each other in a single space. No company will be allowed to obtain meeting space or display or demonstrate merchandise anywhere except in the exhibit hall.

Hold Harmless Agreement

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless the hotel, its owner, and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

Promotional Activities / Demonstrations

All activities must be contained within the limits of the exhibit booth. Audiovisual and other devices must not interfere with other exhibitors. The ICEA on-site exhibit coordinator and/or staff will determine what constitutes objectionable equipment. Payment of music licensing fees is the responsibility of the individual exhibitor.

Safety and Security

In the interest of safety and security, only registrants and exhibitors with name badges will be allowed in the exhibit area.

Display Positioning

Display booths and other exhibits may not be placed or constructed to obstruct the view or interfere with other exhibits. Structural work such as shelving, display racks, spotlights, etc., must be approved. All exhibits must meet municipal and state laws, rules and regulations, including safety and fire codes. The use of any heater or heat producing device as part of the exhibit is forbidden. Nothing may be adhered to the walls in the exhibit area.

Shipping

Tips for successful shipping to the Marriott Downtown:

- Have all boxes from all sources uniformly addressed. The requested format and documentation to be included will be sent to all exhibitors and sponsors.
- Multiple packages within a single shipment should be numbered in sequence (e.g. 1 of 3, 2 of 3, 3 of 3) It may be helpful to make note of individual package contents so that careful records of all materials may be maintained and the sender alerted in the event of damage or non-receipt. Heavy boxes should be identified so that staff can avoid injury while lifting them.
- Exhibitors are required to ship freight to the designated drayage company, which will deliver boxes to the appropriate exhibit booth. If received by Hotel, our receiving fees will apply above and beyond decorator's charges.
- Boxes may not arrive more than 4 days before the start of the conference.

Drayage/Decorator

Information will be sent separately to paid exhibitors. Additional charges may apply.

Exhibit & Advertising Policies



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Policy Governing Exhibits at ICEA Events

The ICEA Mission Statement will guide the acceptance of all exhibitors at ICEA events.

Exhibitors are bound by the terms and conditions specified in their agreements, such terms to include but not be limited to the determination of exhibit location, fee, booth specifications, set-up time and hours of exhibition, availability of electrical service, etc.

The following restrictions will apply to all exhibitors at ICEA events.

Application of the exhibit policy will be the responsibility of ICEA.

- A. Exhibits for products/services/organizations/businesses/ events which are in conflict with the ICEA Mission Statement will not be accepted.
- B. Exhibiting with the purpose of influencing opinions on social or political policies except when in concert with ICEA's Mission Statement will not be accepted.
- C. Exhibiting of activities or products which are hazardous to the health of pregnant women and/or their babies will not be accepted.
- D. Exhibiting for ICEA campaign purposes will not be accepted.
- E. The following guidelines are for those exhibitors who may intend to promote feeding bottles, nipples and/or pacifiers at their exhibit at ICEA events. ICEA does not accept exhibiting by breast milk substitute manufacturers.

Information provided by manufacturers and distributors to conference attendees regarding feeding bottles, nipples and/or pacifiers should be restricted to scientific and factual matters, and should include the following information:

- the benefits and superiority of breastfeeding
- the negative effect on breastfeeding of introducing partial bottle feeding
- the difficulty of reversing the decision not to breastfeed

Such materials should not use any pictures or text which may idealize the use of breastmilk substitutes, nor should the information imply or create the belief that bottle feeding is equivalent or superior to breastfeeding.

No financial or material inducements to promote feeding bottles, nipples and/or pacifiers should be offered by manufacturers or distributors to the conference.

Must demonstrate compliance with the World Health Organization Code for Marketing Breastmilk Substitutes:

http://www.who.int/nutrition/publications/code_english.pdf

Advertising

The following guidelines will apply to all calendar listings, display and classified advertising in ICEA publications and periodicals and to convention and conference resource manuals and/or products/service packets.

The ICEA Mission Statement will guide the acceptance of advertising. Print advertising will be unrestricted except the following ads will not be accepted:

- A. Ads for products/services/organizations/businesses/ events whose goals conflict with those of ICEA.
- B. Ads with the purpose of influencing opinions on social or political policies except when in concert with ICEA's goals or positions.
- C. Ads for ICEA campaign purposes.
- D. Advertising activities or products which are hazardous to the health of pregnant women and their babies.
- E. Ads for programs that serve as training sessions for other international/national certifying bodies.
- F. ICEA will not accept advertising for breast milk substitutes or complimentary foods.
- G. ICEA will accept advertising for feeding bottles, nipples and/or pacifiers under the following conditions:
 - The superiority of breastfeeding is mentioned.
 - No free samples, coupons for free products, or other material inducements are included.
 - No comparison is made between the design of the feeding bottle, nipple or pacifier and the breast.
 - Someone other than the infant's mother is shown giving the feeding bottle/pacifier to the infant.
 - The potential risks associated with introducing feeding bottles/nipples/pacifiers to breastfeeding infants before four weeks of age is noted.
 - Scientific claims are backed up by well-documented scientific evidence.
 - Feeding bottles do not contain infant formula.
 - Infants shown in advertising are older than eight weeks of age.



ICEA reserves the right to decline or prohibit any exhibit or advertising which in its judgment is inappropriate, this reservation being all-inclusive as to person, things, printed matter, products, and conduct.

Join Us in Louisville



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DOWNTOWN

ICEA 2018 Annual Conference | 19-21 April | Marriott Downtown Hotel | Louisville, Kentucky, USA

Company Name _____ Exhibit Contact _____
 Email _____ Phone _____
 Address _____
 City, State/Province _____ Zip/Postal Code _____

| EXHIBIT SPACE | Early Bird Rate (until 15 January 2018) | Regular Rate (from 16 Jan. to 15 March 2018) | Late/Onsite Rate (after 15 March 2018) |
|--|--|---|---|
| <u>Nonprofit/Small Business</u> (5 or fewer employees) | | | |
| Single Space | <input type="radio"/> \$400 | <input type="radio"/> \$600 | <input type="radio"/> \$650 |
| Double Space | <input type="radio"/> \$600 | <input type="radio"/> \$1,000 | <input type="radio"/> \$1,100 |
| <u>Commercial</u> | | | |
| Single Space | <input type="radio"/> \$600 | <input type="radio"/> \$800 | <input type="radio"/> \$850 |
| Double Space | <input type="radio"/> \$800 | <input type="radio"/> \$1,400 | <input type="radio"/> \$1,500 |
| Author's Table | <input type="radio"/> \$400 | <input type="radio"/> \$600 | <input type="radio"/> \$650 |

REPRESENTATIVES

Please indicate the company representatives, and select their level of conference participation.

Note that Conference Registration and food are not included in the Exhibitor Rates. The costs below are *per person* and a choice for each person is needed.

| NAME, EMAIL | Booth Rep Only | Booth Rep plus All Conference Meals, Breaks, & Receptions | Full Registration Early Bird Rate (until 15 January 2018) | Full Registration Regular Rate (from 16 January to 15 March 2018) | Full Registration Late/Onsite Rate (after 15 March 2018) |
|-------------|---------------------------|--|--|--|---|
| 1. | <input type="radio"/> \$0 | <input type="radio"/> \$125 | <input type="radio"/> \$425 | <input type="radio"/> \$525 | <input type="radio"/> \$625 |
| 2. | <input type="radio"/> \$0 | <input type="radio"/> \$125 | <input type="radio"/> \$425 | <input type="radio"/> \$525 | <input type="radio"/> \$625 |
| 3. | <input type="radio"/> \$0 | <input type="radio"/> \$125 | <input type="radio"/> \$425 | <input type="radio"/> \$525 | <input type="radio"/> \$625 |
| 4. | <input type="radio"/> \$0 | <input type="radio"/> \$125 | <input type="radio"/> \$425 | <input type="radio"/> \$525 | <input type="radio"/> \$625 |

Raffle Donation

Donations of products, books, gift certificates, etc., are welcome for a raffle benefiting ICEA's Scholarship Fund, and for door prizes for our attendees. Your company name will be listed in the conference program. We thank you in advance for your generous donations!

I will participate in the Raffle by donating the following item(s):

Valued at: \$ _____

Exhibit Regulations and Disclaimer

I have read the Exhibit Conditions and agree to follow all guidelines and rules set forth by ICEA and the Marriott Downtown hotel.

Signature _____ Date _____

Payment Information

Check (# _____)

Credit Card: Visa MasterCard

_____ Exp. Date _____

Name on Card _____

Signature _____

Submit completed form via Email to icea-events@icea.org

Sponsor & Advertise



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Company Name _____

Main Contact _____ Title _____

Email _____ Phone _____

Address _____

City, State/Province _____ Zip/Postal Code _____

SPONSORSHIP & ADVERTISING OPPORTUNITIES

ADVERTISE

O \$450—Conference Tote Bag Inserts: Your company can place two (2) samples or flyers in each attendee's tote bag.

O \$300—Conference Tote Bag Insert: Your company can place one (1) sample or flyer in each attendee's tote bag.

O Raffle Donation: Products, books, gift certificates, etc., are welcome for a raffle benefiting ICEA's Scholarship Fund, and for door prizes for our attendees. List item(s) and value below:

O Advertise in the International Journal of Childbirth Education

IJCE is a quarterly, peer-reviewed journal publishing original research, insights in practice and policy, commentaries, and book reviews relating to research and practice in family-centered maternity and newborn care. IJCE is relevant to education and health-care professionals in a broad range of fields.

(pricing varies—[view information on the rates, positioning, dates and deadlines here](#) and ICEA Staff will contact you)

O Advertise on ICEA's Website

Promote your company prominently on ICEA's website. Your ad will be placed on the sidebar of our homepage, and can be a static or moving image with a link to the website of your choice. Reach your target audience with ICEA's 7,000+ unique views each month. ([view more info here](#) and ICEA Staff will contact you)

SPONSOR

O \$3,000 – Meet and Greet Reception Sponsor: As the Meet and Greet Sponsor, your company will provide the hors d'oeuvres served at the Welcome Reception on Wednesday evening, October 13. ICEA will provide one sponsor sign. When the conference starts, the company will be acknowledged in the opening remarks. You may provide two inserts for the Conference Tote Bags. Your company logo will be placed on the Events page of the ICEA website, in our newsletter, and in the conference materials.

O \$1,500 – Lunch Sponsor: As a Lunch Sponsor, your company will enjoy signs on the tables with your company logo and your company will be listed on the Events page of the ICEA website and in the conference materials.

O \$800 – Breakfast Sponsor: Be the first to welcome conference attendees by sponsoring the pre-selected morning breakfast. Signage with your company logo will be displayed beside the breakfast selections. Your company logo will be placed on the Events page of the ICEA website and in the conference materials.

PAYMENT INFORMATION

Check (# _____)

Credit Card: Visa MasterCard

_____ Exp. Date _____

Name on Card _____

Signature _____

Submit completed form via Email to icea-events@icea.org



NEED HELP?

info@icea.org

For general questions, membership, or certification

icea events@icea.org

For conference related questions

HOTEL ACCOMODATIONS

Louisville Marriott Downtown

280 West Jefferson

Louisville, Kentucky 40202

United States of America

Click [THIS LINK](#) to make a reservation. The ICEA group rate of \$179 is valid until 26 March 2018.

International Childbirth Education Association

110 Horizon Dr., Suite 210

Raleigh, NC 27615

www.icea.org