



***Nursing Mothers' Council Breastfeeding Conference 2019***  
***March 25, 2019 Boxboro Regency (formerly Holiday Inn), Boxborough, MA***

The Nursing Mothers' Council would like to invite you to exhibit and/or advertise at our annual Breastfeeding Conference on March 25, 2019. The conference will be held at the Boxboro Regency Hotel (formerly Holiday Inn), a beautiful facility centrally located in Boxborough, Massachusetts.

We are pleased to have **Kimberly Seals Allers** as our morning and afternoon keynote speaker. Kimberly is an award-winning journalist, author of five books, international speaker, strategist and advocate for maternal and infant health.

We are sure that our conference will be an excellent venue for promoting your products and services. In recent years our conferences have welcomed nearly 300 attendees, including maternal and child health professionals, lactation consultants, nurses, breastfeeding counselors, doulas, and midwives. We anticipate a sold-out event.

Our conference schedule and well-situated exhibit location will provide ample time and space for participants to view your exhibits. Some additional ways to promote your business or organization include sponsoring a portion of the conference and advertising in our program booklet. These are great opportunities to increase the visibility of your business, and are options to consider if you are unable to attend the conference this year. You will find detailed information about all of these options on the attached Exhibitor Information Sheet.

We will be accepting exhibitors on a first-come first-served basis and tables are limited. We encourage you to complete the attached Exhibitor Registration and Payment form as soon as possible to reserve your space.

The deadline for submitting the Exhibitor Registration form is February 28, 2019, but space is limited and may sell-out sooner.

If you have any questions or need additional information about sponsorships, exhibiting or advertising, please contact me at the email or phone number listed below. We sincerely hope you can join us in Boxborough on March 25th!

Best wishes,  
Chelli Keshavan  
2019 NMC Conference Exhibit Coordinator  
[chellamal.keshavan@gmail.com](mailto:chellamal.keshavan@gmail.com)  
857- 249-6590



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**Boston Association for Childbirth Education and Nursing Mothers' Council**  
**69 Court St. Newton, MA 02458 • bacenmc@gmail.com • www.bace-nmc.org • 617-244-5102**

**Information for**  
**SPONSORS, EXHIBITORS and ADVERTISERS**

***Please note NMC expects all sponsors, exhibitors, and advertisers to comply with Article 5.1 of the World Health Organization International Code of Marketing of Breastmilk Substitutes.***

**Our conference will provide an opportunity for your business or organization to:**

- Introduce new products and services
- Sell products directly to a targeted audience
- Establish links and network with attendees and speakers

**Who Will Attend?**

We anticipate welcoming nearly 300 attendees from MA, RI, NH and VT including:

Lactation Consultants	Breastfeeding Counselors	
Childbirth Educators	Birth and Postpartum Doulas	
Maternal and Child Health Professionals	Midwives	Nurses
Community Health Workers	WIC Peer Counselors	Parents

**Keynote Speaker:** Kimberly Seals Allers: **A former senior editor at ESSENCE and writer at FORTUNE magazine, Kimberly is a leading commentator on birth, breastfeeding and motherhood and the intersection of race, policy, and culture. A frequent contributor to The New York Times and Washington Post, Slate and others, Kimberly has over 20 years of experience as an international business journalist and Wall Street columnist which gives her a unique lens to frame communications strategy with an understanding of business and the capital markets. As the director of various on-the-ground community-based projects in several U.S. cities, Kimberly is also deeply rooted in the lived experience of mothers across the socio-economic spectrum. She brings all of these experiences to bear in her strategic advisement for clients, advocacy efforts and her vision for a world that supports mothering as valued work.**

**Conference Schedule:**

Exhibits will be open to participants during the morning registration period from 7:30 to 8:15AM, at the end of the day from 4:30 to 5:00PM, and during three breaks (including lunch) between the sessions.

**Cancellation Policy**

In the event that unforeseeable circumstances lead to the cancellation of the conference, exhibitor fees will be refunded in full. However NMC will not assume liability for other expenses incurred by exhibitors. Exhibitors who give notice of cancellation 3 weeks prior to the conference date will receive a refund of exhibitor fee less a \$25 processing charge. **No refunds after March 4, 2019.**



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**Sponsorship Opportunities**

In addition to providing advanced breastfeeding education to perinatal health professionals, the NMC Breastfeeding Conference is a prime fundraiser for our nonprofit organization, funding our free breastfeeding phone help line, local mother to mother support gatherings and educational events for mothers and professionals.

All levels include mentions on our conference packet and increased visibility for your company.

Sponsorships at the \$2000 level includes a display of your company's banner in the conference space. Please reach out to NMC Exhibits Coordinator, Chelli Keshavan; [chellamal.keshavan@gmail.com](mailto:chellamal.keshavan@gmail.com) for more information about becoming a sponsor.

**\$2000 sponsorship opportunities**

- speaker honorarium
- conference lunch

**\$1000 sponsorship opportunities**

- breakfast

**\$500 sponsorship opportunities**

- morning break
- afternoon break

**\$150 sponsorship opportunities**

- needs-based scholarship for one conference attendee



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**Options and Pricing Information – submission deadline is Feb. 28, 2019**

**Exhibit Table Info**

**Exhibitor Package \$255 / \$130\***

***(\*reduced rate for non-profit organizations and small businesses of five employees or less.)***

- Exhibitor space consisting of one 8' draped table, chair and identifying sign
- Listing in Conference Program Booklet given to all conference attendees.
- Complimentary continental breakfast, and **one** buffet lunch served in the exhibit hall included.
  - Breakfast/lunch for a second exhibitor may be purchased for \$45 additional
- Conference Registration at a discounted price of \$85 per person is available for one or both exhibit staffers. Registration includes receipt of continuing education certificate and guarantees seating in conference sessions.
- Exhibitors not registered for the conference may attend sessions as space permits but are not awarded continuing education certificates.
- Display Area can be expanded **with a second table for an additional \$55.**
- Exhibit space is limited and sold out last year, so please register early for this option.

**Please note:** One business or organization per exhibit fee. Two staffers per exhibit package fee.

**Sales Tax**

Exhibitors are responsible for collecting MA sales tax of 6.25% on all sales. To register with MA Dept. of Revenue call (617) 887-6367 or go to [www.mass.gov/dor](http://www.mass.gov/dor)

**Program Booklet Advertisements**

Share your products and services with all conference attendees by advertising in our program booklet. Choose from four sizes to meet your needs:

- **Full page (approx. 5.5" x 8.5") \$65**
- **Half page: \$50**
- **Quarter page: \$25**
- **Business card: \$15**

**Brochure Table**

**\$25 per displayed item.**

We will also have a brochure table available for those who wish to display and circulate business cards, brochures, or other small promotional items.

**Door Prize Donations**

Donating a door prize is a great way to generate excitement about your organization or business and spotlight your products or services. Donors will receive special recognition in our program booklet. Donation receipts for tax purposes are available upon request.

**Contact Information:**

Chelli Keshavan, NMC Exhibits Coordinator  
[Chellamal.keshavan@gmail.com](mailto:Chellamal.keshavan@gmail.com) 857- 249-6590

**Mailing Address:**

BACE-NMC  
69 Court St., Newton, MA 02458



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## **EXHIBITOR REGISTRATION FORM**

(Application deadline is Feb. 28, 2019)

**Business / Organization Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Contact Person** \_\_\_\_\_  
(name) (title)

(phone) (e-mail)

**Non-profit organization?** Yes \_\_\_\_\_ No \_\_\_\_\_ **Number of Employees** \_\_\_\_\_

**Organization Name as it should be displayed:** \_\_\_\_\_

**Person staffing exhibit** (if other than contact person) \_\_\_\_\_  
(name)

(phone) (e-mail)

**Second person staffing exhibit** \_\_\_\_\_

**Products or Services to be displayed** \_\_\_\_\_

**Will you be selling items?** \_\_\_\_\_ Yes \_\_\_\_\_ No If Yes, please describe briefly \_\_\_\_\_

**\*Please note that NMC requires all exhibitors to comply with Article 5.1 of the World Health Organization International Code of Breastmilk Substitutes.**

**Electrical outlet requested?** Yes \_\_\_\_\_ No \_\_\_\_\_ Outleted spaces assigned on a first come, first serve basis. Exhibitors must supply extension cords.

**Additional Table for Display** Yes \_\_\_\_\_ No \_\_\_\_\_ (additional cost, please see Payment form)

**Other special needs or requests** \_\_\_\_\_

### **Door Prize Donations**

Donating a door prize is a great way to generate excitement about your organization or business and spotlight your products or services. Donors will receive special recognition in our program booklet. Donation receipts for tax purposes are available upon request.

**All required information and payment must be received three weeks prior to the conference to reserve a exhibit space and/or be included in the program booklet. Please return this form along with Exhibitor/Advertiser Payment form and complete payment by Feb. 28, 2019.**

**NOTE: SPACE IS LIMITED and may sell out prior to the deadline.**



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**Exhibitor/Advertiser Payment Form**

\_\_\_\_ **Non-profit/small business exhibitor** \$130.00 enclosed \$ \_\_\_\_\_

\_\_\_\_ **Larger business exhibitor** (5 or more employees) \$255.00 enclosed \$ \_\_\_\_\_

\_\_\_\_ **Additional table** for the org./business registered above \$55.00 enclosed \$ \_\_\_\_\_

\_\_\_\_ **Breakfast/lunch for second staff person** at exhibit table \$45 enclosed \$ \_\_\_\_\_  
Exhibitor registration includes continental breakfast/ lunch for one exhibitor

\_\_\_\_ **Conference Registration for Exhibit staff** \$85.00 \$ \_\_\_\_\_  
Provides Continuing Education and guarantees seating in Conference Sessions.  
(Meal fee also applies unless registrant is sole exhibit staffer)

\_\_\_\_ **Program Booklet Advertisement** Full page \$65 \$ \_\_\_\_\_  
Email jpeg to address below Half page: \$50 \$ \_\_\_\_\_  
Quarter page: \$25 \$ \_\_\_\_\_  
Business card: \$15 \$ \_\_\_\_\_

\_\_\_\_ **Display on Brochure Table** \$25 per item \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_**

***Deadline for receipt of application is Feb. 28, 2019, but  
SPACE IS LIMITED, so please register as early as possible***

***Please complete and send along with Exhibitor Information Form and payment total. Door prize donations  
may be mailed to address below or delivered to conference site by 7:30am on March 25<sup>th</sup>.***

***Electronic submissions can be sent to [bacenmc@gmail.com](mailto:bacenmc@gmail.com). A PayPal invoice will be sent upon request.***

***Checks should be made payable to BACE-NMC and returned with exhibitor Info and Payment forms to:***  
**BACE-NMC**

69 Court Street  
Newton, MA 02458  
[bacenmc@gmail.com](mailto:bacenmc@gmail.com)

For questions please contact:  
**Chelli Keshavan, NMC Exhibits Coordinator**  
[chellamal.keshavan@gmail.com](mailto:chellamal.keshavan@gmail.com)  
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**THANK YOU!**