



VELB and ILCA Conference October 1 - 3, 2008 Vienna

September 30, 2008 VELB General Meeting and "Welcome to Vienna" reception

A World Wide View on Breastfeeding Austria Center Wien

Invitation to Exhibit & Sponsorship Opportunities

Exhibitor Information Sponsorship Opportunities

- Conference Bags, Lanyards, Scholarships, Invite a Speaker
- Advertisements
- Special Sponsorship Opportunities

www.stillen.org

www.velb.org

www.ilca.org



ILCA
International Lactation
Consultant Association

Vienna is waiting for you.



VELB
Verband
Europäischer
Laktations-
beraterInnen
European Lactation Consultant Association



*Take this opportunity to enjoy Viennese charm,
Austrian hospitality and travelling in Europe.*



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

TABLE OF CONTENTS AND IMPORTANT CONTACTS

Conference	03
Exhibition	04
Sponsorship	05
Advertisements	06
Special Sponsorship Opportunities	07
Exhibition Application Form	08
Sponsorship Application Form	09
Advertisement Order	10

Conference Management / Association

VELB European Lactation Consultant Association

www.velb.org
office@velb.org

ILCA International Lactation Consultant Association

www.ilca.org
info@ilca.org

Conference Organisation

König & May GbR

Jägerallee 28

14469 Potsdam

Germany

Tel : +49 331 20056520

Fax : +49 331 20056522 or +49 1803 5518 56520

Velb-ilca@KM-Potsdam.de

www.km-potsdam.de



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

CONFERENCE

The following short description gives you an overview of the conference. We will be pleased to provide you with further information on contents and speakers. The Preliminary Program can be viewed at our web site.

Type of Event

Professional conference with accompanying exhibition.

Target Group

IBCLC lactation consultants, physicians, midwives, nurses and other health professionals involved in supporting parents and their babies

Expected number of Participants

800 to 1000 people from all over Europe and overseas

Date

October 1 - 3, 2008

Location

Vienna, Austria Center Vienna, www.acv.at

Main Topics

Bonding and Early Child Development
Bonding Theories
Breastfeeding and Brain Development
Individual Care of Prematures
Grieving Mothers
Breastfeeding and Women's Health
Lactation Management

Workshops

Attachment Theory and its Implementation
Grieving Mothers
NIDCAP Individual Care for Prematures
Breastfeeding in Emergencies and Catastrophes
Touch as a Method of Crisis Intervention
'Lacto-Engineering' in the NICU

Conference Schedule

Tuesday, September 30, 2008

The VELB General Assembly will be held late in the afternoon. This will be followed by a lecture and a welcome reception officially opening the conference.

Wednesday, Thursday and Friday October 1 - 3, 2008

The scientific program will be held as plenary sessions, lectures series, workshops and poster presentations.

Social Program

Tuesday, September 30, 2008

After the VELB General Assembly and the welcome reception there will be an informal get-together with Wiener Schnitzel and Apple Strudel in a traditional Viennese restaurant.

Wednesday, October 1, 2008

In the evening, the conference participants are invited by the Mayor of Vienna to a reception in the Vienna City Hall with a presentation "Breastfeeding Mothers in Art".

Thursday, October 2, 2008

Evening event: "Dinner and Waltz on the Blue Danube", Dinner Cruise with Waltz Music from Vienna.

The VELB/ILCA conference, will not accept advertisements from any company that markets human milk substitutes for babies under six months, free-standing-feeding bottles, pacifiers (dummies), and/or bottle nipples (teats). The advertiser must comply with the International Code of Marketing of Breastmilk Substitutes and the ILCA / VELB advertising guidelines. A summary of the Code and the advertising guidelines are available on the VELB homepage www.velb.org or on www.km-potsdam.de.



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

EXHIBITION

Take this opportunity to present your products or services in your own booth during the three-day exhibition. The exhibition booth are situated very close to the lecture halls, offering an ideal presentation area for making contacts with the conference participants during registration, refreshment breaks, poster presentations and raffles.

Exhibition Hours:

Wednesday, October 1, 2008	08.00 - 18.00
Thursday, October 2, 2008	08.00 - 18.00
Friday, October 3, 2008	08.00 - 17.00

The price for a booth includes:

- 1 exhibition space of 6m² including a standard exhibition package (1 table, 2 chairs);
- 2 company representatives per booth;
- free conference participation for 1 company representative;
- listing on the VELB homepage and in the Conference Handbook.

Minimum for one exhibit space: 6 m².

Price per square metre for three-day exhibition:

Category A:
Commercial Exhibitors

Category B:
< 4 Employees or Non-Profit Organisations

€ 170,- before April 30, 2008
€ 195,- after May 1, 2008

€ 75,- before April 30, 2008
€ 90,- after May 1, 2008

Please make your reservation before July 31, 2008.

After July 31, 2008, contact the Conference Office to inquire about availability.

Business terms are available on the VELB homepage (www.velb.org) or from the Conference office (www.km-potsdam.de)



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

SPONSORSHIP OPPORTUNITIES

Conference Bags

At registration, every participant will receive a conference bag containing all conference papers. This means that also after the conference participants will promote your company worldwide. The conference bag will carry your name and logo alongside the VELB and ILCA logo.

Costs: by arrangement.

Promotional piece in Conference Bags

You have the opportunity to place a brochure in the conference bags.

Costs: according to size (see page 9)

Notepads and Pens

The conference bags include a notepad (minimum size: DIN A5) and a pen. These will help the participants to remember important conference issues as well as your company.

Costs: by arrangement.

Sponsorship of Invited Speakers

You have the opportunity to sponsor a well-known speaker. Pay for the travelling expenses and the fee of a speaker of your choice and develop a special relationship.

Costs:

Speakers from Europe: € 1000

Speakers from Overseas: € 1500

Refreshment Breaks

Sponsor a refreshment break and make a lasting impression on the participants!

Costs: by arrangement with the catering company and according to extent of refreshments and number of conference participants.

Financial Support

Contribute an amount of your choice to the VELB for the conference and your name will be included in the list of sponsors.

Lanyards

This popular promotion article featuring your company's name is used to attach the conference badges and promotes your company even after the conference in both private and professional environments.

Costs: by arrangement.

Brochures

You have the possibility of providing your brochures in the lecture halls.

Costs: per participant € 1.50

Insert in the Professional Journal "Laktation und Stillen"

By placing an insert of your brochure (up to 50 g) into the professional journal of the VELB "Laktation und Stillen" you reach professionals in all German-speaking areas.

Cost: € 3000

Scholarships for Participants

By financing scholarships for participants you pay for their conference fee and / or their travelling and accommodation expenses, thereby enabling you to develop a personal relationship.

Costs: minimum: conference fee

Donations of products and services for Raffles

Take this sponsorship opportunity that is very popular with conference participants to promote your company with a lasting effect by providing goods and/or services for the raffles.

Internet Link

On the VELB homepage you can find the latest information on the conference. We offer you the opportunity to present your company with your logo and a link to your homepage.

Costs: € 175 per month until the conference



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

ADVERTISEMENTS

Conference Handbook (English/German)

Printed copies: 1500

Format: A4

A Conference Handbook will be offered at the conference in a printed version as well as a CD/.pdf file. At the beginning of the conference, participants will receive the Conference Handbook including detailed information on the conference schedule, lectures and speakers. After the conference, the Conference Handbook will be available for sale. Take this opportunity to place your advertisement.

Main section (b/w, half page, horizontal)	€ 400
Main section (b/w, full page)	€ 600
Inside front cover (four-colour)	€ 900
Inside back cover (four-colour)	€ 900
Outside back cover (four-colour)	€ 1200

Deadline for advertisements: June 30, 2008

The advertising policy is available on the VELB homepage (www.velb.org) or from the Conference office (www.km-potsdam.de).



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

SPECIAL SPONSORSHIP OPPORTUNITIES

Take advantage of one of VELB's sponsorship opportunities to position yourself as an industry leader. As a sponsor you will receive global exposure through mention in the pre-Conference issues of the VELB newsletter, and your company will be prominently presented throughout the Conference.

Please contact the Conference organiser for your arrangement.

Diamond Sponsorship (one available)

- Recognition as the Conference' premier sponsor in the pre-Conference issue of VELB's professional journal "Laktation und Stillen"
- Recognition on the VELB homepage and in the VELB newsletter until the end of the year, before and after the conference
- Three exhibition spaces, each 6 m², in a prominent location
- A total of 4 complimentary registrations for the whole conference
- Complimentary placement of company brochure in the conference bags
- Logo advertisement in the main program (25,000 printed copies) sent out in Europe and available on the VELB homepage (.pdf file)
- Full page in the Conference Handbook (text section, very attractive to readers)
- Opportunity of a screen advertisement in the plenary hall
- Recognition as main sponsor from the podium at the opening and closing session of the conference
- The name of your company as main sponsor is placed in a prominently position in the registration area to welcome the conference participants.
- A half-page 'conference advertisement' in 4 successive editions of the VELB professional journal "Laktation und Stillen"

Gold Sponsorship (three available)

- Recognition as Gold Sponsor in the pre-Conference issue of VELB's professional journal "Laktation und Stillen"
- Recognition on the VELB homepage and in the VELB newsletter before and once after the conference
- Two exhibition spaces, each 6 m², in a prominent location
- A total of three complimentary registrations for the whole conference
- Complimentary placement of company brochure in the conference bags
- Logo advertisement in the main program (printed copies: 25,000) sent out in Europe and available on the VELB homepage (.pdf file)
- Full page in the Conference Handbook (text section)
- Recognition as Gold Sponsor from the podium at the opening of the conference
- The name of your company is put up in a clearly visible position in the foyer.
- A half-page 'conference advertisement' in 2 successive editions of the VELB professional journal "Laktation und Stillen"

Silver Sponsorship

- Recognition as Silver Sponsor in the pre-Conference issue of VELB professional journal "Laktation und Stillen"
- Recognition on the VELB homepage and in the VELB newsletter before the conference
- One exhibition space of 6m² in a prominent location
- A total of two complimentary registrations for the whole conference
- Complimentary placement of company brochure in the conference bags
- Mentioned by name in the main programme (25,000 printed copies) sent out in Europe and available on the VELB homepage (.pdf file)
- Half page in the Conference Handbook (text section)
- Recognition as Silver Sponsor from the podium at the opening of the conference
- A half-page "conference advertisement" in one edition of the VELB professional journal "Laktation und Stillen"



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

Exhibition Application

König & May GbR

Kongress und Management im Gesundheitswesen

Jägerallee 28

14469 Potsdam

Germany

E-Mail: velb-ilca@km-potsdam.de

Tel: +49 331 200 565 20

Fax: +49 331 200 565 22

„A World Wide View on Breastfeeding“

VELB and ILCA Conference

October 1 - 3, 2008

Austria Center Vienna

Please return this by fax to +49 331 200 565 22 by July 31, 2008 at the latest.

Company / Organisation

Full name (contact person)

Full address

Phone number

Fax number

E-Mail

We are:

☐ Company Category A

☐ Company Category B

☐ Non-Profit-Organisation

Exhibition Products / Services

Exhibition Space: We request _____ m², if possible _____ m wide and _____ m deep.

We would also like:

☐ additional company representative for €150 number _____

☐ additional conference participation for company representative for €250 number _____

Price per square metre (minimum space 6 m²):

Category A:
Commercial Exhibitors
€ 170 before April 30, 2008
€ 195 after May 1, 2008

Category B:
< 4 Employees or Non-Profit Organisations
€ 75 before April 30, 2008

VELB is a non-profit organisation. No VAT will be charged.

Details:

The conference organisation cannot guarantee any specific measures or locations requested. The minimum space to be hired is 6 m². Prices refer exclusively to the rent of floor space without stand construction. All further technical equipment and relevant information must be ordered separately at the conference office. Within one week you will receive an acknowledgement of receipt of the application. The conditions of participation for exhibitors are available on the VELB homepage (www.velb.org) or from the conference office (www.km-potsdam.de).

The VELB/ILCA conference, will not accept advertisements from any company that markets human milk substitutes for babies under six months, free-standing-feeding bottles, pacifiers (dummies), and/or bottle nipples (teats). The advertiser must comply with the International Code of Marketing of Breastmilk Substitutes and the ILCA / VELB advertising guidelines. A summary of the Code and the advertising guidelines are available on the VELB homepage www.velb.org or on www.km-potsdam.de.

I agree to the terms to exhibit.

City, Date

Signature

8 von 10

Kongressbüro / Conference Office
König & May GbR
14469 Potsdam, Jägerallee 28
Deutschland

Tel: +49-331-20056520
Fax: +49- 331 -20056522 oder + 49-1803-5518-56520
Velb-ilca@KM-Potsdam.de, www.km-potsdam.de



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

Exhibition Application

König & May GbR

Kongress und Management im Gesundheitswesen

Jägerallee 28

14469 Potsdam

Germany

E-Mail: velb-ilca@km-potsdam.de

Tel: +49 331 200 565 20

Fax: +49 331 200 565 22

„A World Wide View on Breastfeeding“

VELB and ILCA Conference

October 1 - 3, 2008

Austria Center Vienna

Please return this by fax to +49 331 200 565 22 by July 31, 2008 at the latest.

Company / Organisation

Full name (contact person)

Full address

Phone number

Fax number

E-Mail

VELB is a non-profit organisation. No VAT will be charged.

We wish to order the following sponsorship opportunities (order is binding):

- ☐ Conference bags by arrangement,
Insert in the conference bags
- ☐ Two-page flyer (1 sheet) € 700
- ☐ Larger flyer (several pages) (maximum of 8 sheets) € 1000
- ☐ Notepads and pens by arrangement
- ☐ Lanyards - by arrangement
- ☐ Presentation of brochures per participant € 1.50
- ☐ Insert (up to 50 g) in the professional journal "Laktation und Stillen" € 3000
- Sponsorship for invited speakers
- ☐ Speakers from Europe €1000
- ☐ Speakers from Overseas €1500
- ☐ Scholarships for participants - minimum: conference fees or by agreement
- ☐ Refreshment breaks - by arrangement with the catering company and according to extent of refreshments and number of conference participants
- ☐ Products/Services for raffles
- ☐ Internet link advertisement banner with link to homepage - €175 per month until the conference
- ☐ Financial support to the total of.....
- ☐ Insert (together with completed insertion order)
- ☐ We are interested in a special sponsorship and would like further information.

The conditions of participation for sponsors are available on the VELB homepage (www.velb.org) or from the conference office (www.km-potsdam.de). By submitting this application, I accept these conditions.

City, Date

Signature

9 von 10



VELB und ILCA Kongress, 1. - 3. Oktober 2008 in Wien
VELB and ILCA Conference, October 1 - 3, 2008 Vienna

„A World Wide View on Breastfeeding“



VELB

Verband Europäischer LaktationsberaterInnen

European Lactation Consultant Association

www.velb.org, www.ilca.org

Exhibition Application

König & May GbR

Kongress und Management im Gesundheitswesen

Jägerallee 28

14469 Potsdam

Germany

E-Mail: velb-ilca@km-potsdam.de

Tel: +49 331 200 565 20

Fax: +49 331 200 565 22

„A World Wide View on Breastfeeding“

VELB and ILCA Conference

October 1 - 3, 2008

Austria Center Vienna

Please return this by fax to +49 331 200 565 22 by July 31, 2008 at the latest.

Company / Organisation

Full name (contact person)

Full address

Phone number

Fax number

E-Mail

We wish to order the following advertisement (**order is binding**):

Conference Handbook (English/German)

Deadline for advertisements: June 30, 2008

Format: A4

Printed copies: 1,500

<input type="checkbox"/> Main section (b/w, half page, horizontal)	€	400,-
<input type="checkbox"/> Main section (b/w, full page)	€	600,-
<input type="checkbox"/> Inside front cover (four-colour)	€	900,-
<input type="checkbox"/> Inside back cover (four-colour)	€	900,-
<input type="checkbox"/> Outside back cover (four-colour)	€	1200,-

Data formats:

- ☐ High end PDF (Embed fonts!)
- ☐ TIFF
- ☐ JPG

Image and logo graphics must be sent digitally in original size with 300 dpi by e-mail or CD-Rom including a hard copy of the original. Should the formats require additional work, (e.g. fonts not converted into paths), an additional fee of € 50 will be charged.

The business terms are available on the VELB homepage (www.velb.org) or from the conference office (www.km-potsdam.de). By submitting this application, I accept these terms.

City, Date

Signature

10 von 10