

INTERNATIONAL LACTATION CONSULTANT ASSOCIATION

2010 Conference & Annual Meeting



A Lactation Celebration!

July 21-25, 2010

JW Marriott, San Antonio, Texas, USA

INVITATION TO EXHIBIT



Join Us in San Antonio!

Reach Hundreds of Lactation Professionals at ILCA's Conference

The International Lactation Consultant Association invites you to exhibit at its 2010 Conference and Annual Meeting in San Antonio, Texas, USA. More than 900 lactation consultants, nurses, physicians, midwives, nutritionists and other health professionals from around the world will attend this Conference. They are highly educated lactation professionals who have influence with expectant and new parents and healthcare organizations. This is your opportunity to ensure that these professionals become knowledgeable about your products and services.

Celebrating ILCA's 25th Anniversary

The Exhibit Hall will be the center of activity on Wednesday, July 21, for the gala kick-off of the 25th Anniversary of the profession. Extended exhibit hours during the Grand Opening Reception will allow conference attendees to gather for a festive birthday party with special Texas-style line-dancing while visiting our valued Exhibit Hall vendors. Exhibitors will be invited to join the celebration with your own unique decorations and signage, special Anniversary offers, sales and give-aways, and other activities that contribute to the theme. ILCA will also recognize vendors who have been long-time supporters of the ILCA conference through special signage and listings in the Conference Handbook and in running slide shows. Be sure to note on the registration form the number of years you have exhibited at ILCA! With a theme of looking ahead to serving a new generation of mothers, Anniversary Events being planned include a time capsule, international displays, an optional dinner and more.



Reserve Today!

Reserve your booth space early to ensure high visibility of your products and services. Exhibitors who reserve space by June 1, 2010, will be listed in the Conference Handbook. Exhibit space will be assigned on a first-come, first-served basis and every effort will be made to accommodate your booth preference. Exhibitor requests received after June 1, 2010, will be accepted as space allows and will not be listed in the Conference Handbook. For placement purposes, requests will be considered received only when accompanied by credit card information or when full payment has been received.

Exhibit Hall Hours

(subject to change)

Wednesday, July 21
Grand Opening –
25th Anniversary Kick-Off
6-9pm

Thursday, July 22
9-11am
12:30-5pm

Friday, July 23
9-11am
12:30-5pm

Saturday, July 24
7-9am
10:30-2pm

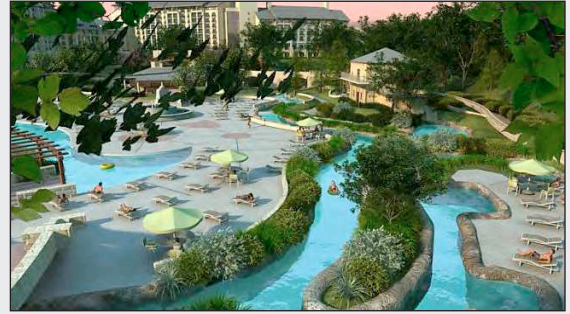
As an exhibitor you will receive:

- Contact with international leaders in breastfeeding
- Complimentary printed attendee list
- Complimentary company listing in the Conference Handbook
- Complimentary copy of the Conference Handbook and CD
- Two company representatives per 8x10-foot space rented
- Complimentary session attendance for one person per exhibit on exhibition days
- One skirted 6-foot table, two chairs, one wastebasket and one company sign

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 one-half hour before opening and exhibitor badges must be worn for entry. Additional company representatives, CERP packages and meals are available to exhibitors for additional fees.

The JW Marriott

The JW Marriott Hill Country Resort & Spa provides all of the comfort and variety you could imagine. From the moment you arrive, you'll know that you have found one of the most prestigious hotels in San Antonio, Texas. Opening January, 2010, the JW Marriott Resort is just 20 minutes from downtown San Antonio and the airport, and is situated in the Texas Hill Country in Cibolo Canyons, where crystal clear streams and towering oak and cedar trees meet the majesty of the hills. The elements of authentic roots, hacienda-style architecture, beautiful views and healing waters serve as the inspiration in bringing this magnificent resort to life.



Hotel reservations can be made by calling the JW Marriott directly at 866.882.4420 from the United States and Canada or 0.1.800.228-9290 from overseas. Please be sure to tell them that you are attending the ILCA Conference in order to receive the special US\$189 single/double room discounted rate. This discounted rate will be given to ILCA registrants for room stays between July 15 and July 27, 2010. Reservations can also be made via the hotel's secure website at www.jwsanantonio.com. The group code is LACLACA. Reservations must be made by June 28, 2010, in order to be eligible for the discounted room rate. Rooms are subject to availability. Self-serve (\$15) and valet (\$25) parking are both available at the JW Marriott.

Advertising Enhancements

Take advantage of one of ILCA's Conference opportunities to position yourself as an industry leader!

Advertise Your Presence in the Prestigious *Journal of Human Lactation*

ILCA members will receive the May issue of the *Journal of Human Lactation* prior to the Conference, and copies will also be distributed onsite. You may reserve ad space by contacting JHL advertising at Sage Publications, Inc. Call 215.675.9133 extension 205 or email diane.diamond@sagepub.com. Space reservations must be made by March 5, 2010, with ad copy due by March 10.

Place an Ad in the Conference Handbook - \$75 to \$650

Celebrate our 25th Anniversary with an ad in the Conference Handbook and share information about your products with Conference attendees. We have a wide range of prices to fit your budget! Advertisements are accepted in the following sizes: Business Card (2 x 3.5 inches), Quarter-Page (3.625 x 4.875 inches), Half-Page (4.875 x 7.5 inches), and Full-Page (7.5 x 10 inches). All copy will be in black and white. Materials are due by May 15, 2010. Email your advertisement copy in PDF format to natalie@ilca.org.

Totebag Promotional Inserts - \$150 to \$400

Take advantage of another great opportunity to provide your brochure or promotional item to all attendees in their Conference totebags. Please send a sample of your insert item for approval no later than May 31, 2010. An electronic version is acceptable. ILCA will send you an email after receipt to confirm acceptance of your piece and additional information on quantity and shipping instructions.



Bluebonnets and other colorful wild flowers abound in the Texas Hill Country.



"The Lone Star" can be found on the Texas State Flag and State Seal, and JW Marriott San Antonio proudly placed it in their grand meeting space entry way to welcome their attendees. "The Lone Star" is part of ILCA's 25th Anniversary conference logo as well.

Exclusive Sponsorship Opportunities

All sponsors receive global exposure through mention in the pre-Conference issue of ILCA's online member newsletter, the *e-Globe*. Sponsors are also recognized in the Conference Handbook and receive prominent sponsor signage in the Exhibit Hall and throughout the Conference.

Mother and Baby Room Sponsorship - \$1250

Our most popular sponsorship! ILCA will host a private room for mothers to breastfeed and attend to their children. Provide the mothers using this room with your nursing pillows, breast pumps or other such aids and let them try your products first-hand!

Internet Café Sponsorship - \$5000

This is an exciting new opportunity to capture the attendees' attention. The sponsorship includes signage with your company name and logo and three computers located in a special area of the Exhibit Hall available during hall hours (July 22-24). Computers will have high-speed Internet access, a screen saver with your company logo, and your company's website set as the home page.



25th Anniversary Birthday Party Sponsorship - \$6000

Sponsor the premier event at the Conference with the kick-off of the 25th Anniversary Celebration during the Grand Opening in the Exhibit Hall on Wednesday evening, July 21. The Exhibit Hall will be packed with attendees excited to meet old friends and enjoy the evening's festivities. Sponsorship will entitle your company recognition in the Conference Program and onsite signage during the party. ILCA will arrange for and distribute the Anniversary cake and refreshments. Enjoy recognition as the Anniversary Party Sponsor as Conference attendees join in with line-dancing to country western music!

Cibolo Canyon Sponsorship - \$1575

(Available to a Non-Profit Business)

Receive premier recognition as a special non-profit sponsor. You will receive one complimentary booth space with prominent location, complimentary placement of a brochure or promotional item in the attendee totebag, and a complimentary half-page ad in the Conference Handbook. You will also receive one complimentary Conference registration with CERP package for exhibition days (July 22-24). You must submit a conference registration form, writing the word "EXHIBITOR" at the top of the form. Registration for non-exhibition days may be purchased separately.

Rules & Regulations

Check-In, Installation & Dismantling of Exhibits

Exhibitor representatives will check in at the desk outside the Exhibit Hall Ballroom to receive their registration packet and badges. Exhibit installation will take place 9am-4pm on Wednesday, July 21. All exhibitors must have their set-up completed by 4pm on Wednesday. A Booth Review will be conducted by ILCA at 5pm to ensure that all exhibits are in compliance with Article 5.1 of the International Code of Marketing of Breast-Milk Substitutes. We request that each booth have one representative present. Space not occupied by the close of the set-up period will be forfeited and ILCA may resell, reassign or use any such forfeited space. Dismantling will take place at 2pm on Saturday, July 24. Exhibitors may not tear down before this time. Exhibits must be completely removed from the Exhibit Hall by 6pm on Saturday, July 24.

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The "Torch of Friendship" was given to San Antonio by the Mexican Consulate as a sign of friendship and to represent the roots many Texans share with Mexico.

Ⓢ Rules & Regulations (continued)

General Services Contractor

General Exposition Services (GES) 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. You will receive an Exhibitor Service Kit from GES 90 days prior to the show. 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 ILCA 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 ILCA Advertising Policies. Exhibitor may not exhibit another exhibitor's "end product" without permission of the exhibitor in writing, and ILCA has the right to examine this permission. Exhibitor may not share or sublet space to another party without prior permission from ILCA.

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 ILCA. Any such function may not conflict with any part of ILCA's program.

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 ILCA, 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 ILCA 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). ILCA will determine an equitable basis for the refund of such portion of the exhibit fees, after due consideration of expenditures and commitments.



The McNay Art Museum is located on 23 beautiful acres in San Antonio and houses over 20,000 works of art, including Medieval and Renaissance as well as 19th- through 21st-century European and American paintings, sculptures and photographs.



Riding horses is a fun way to explore the unique beauty of the San Antonio Hill Country.

Space Reduction or Cancellation

Exhibitor may cancel all or part of its exhibit space after this application has been accepted by ILCA on or before May 5, 2010, without penalty. Thereafter, ILCA will retain the exhibit fee as follows: 50% of total fee for cancellation before July 15, 2010; 100% of total fee for cancellation after July 15, 2010. Any refunds will be made after the completion of the Conference.

ILCA Advertising Policy

The Advertiser's signature on the Application to Exhibit/ Advertise attests that the Advertiser will comply with all of the policies set forth in this document. Exhibitor/Advertiser signature must appear on the application before acceptance can be confirmed.

Advertising and Publications Policy

ILCA's Advertising and Publications Policy applies to all media produced by ILCA, and to all advertising in any ILCA media.

ILCA media includes: the *Journal of Human Lactation (JHL)*, *ILCA e-Globe*, ILCA website, websites conducting business on behalf of ILCA, the rental of ILCA mailing labels, publications produced by ILCA, and materials for any ILCA conference or workshop (i.e. Conference Handbook, conference advertising copy, speaker hand-outs, exhibits).

The ILCA Board of Directors encourages the wide dissemination of information useful to ILCA members and their clients, but seeks to avoid any express or implied endorsement of products or services advertised in ILCA media. Advertising or listing in ILCA media does not imply endorsement by ILCA of any program, product or service.

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

Advertisers must comply with all General Advertising Policies, as well as policies which pertain to their specific medium as described in *Rental of ILCA Member Mailing List and Conference Exhibitor, Vendor, Advertiser and Sponsor Policies*.

General Advertising Policies

When advertising in any ILCA media, advertisers must comply with ILCA's By-Laws, the *International Code of Marketing of Breast-milk Substitutes* and all subsequent WHA resolutions, and all policies set forth in the ILCA Advertising and Publications Policy.

A. Compliance with ILCA By-laws

1. All ILCA advertising policies will comply with ILCA By-Laws, specifically 2.2.1 and 2.2.2.
 - a. Bylaw 2.2.1. "As an organization, ILCA and its affiliates will not endorse any literature or products, or accept direct funding from industries producing or marketing products that do not comply with the *International Code of Marketing of Breast-milk Substitutes* and all subsequent WHA Resolutions."
 - b. Bylaw 2.2.2. "Directors of ILCA, its staff and its affiliates will not accept funding from interests producing or marketing products that do not comply with the *International Code of Marketing of Breast-milk Substitutes* and all subsequent WHA Resolutions."

B. Compliance with the *International Code of Marketing of Breast-milk Substitutes* and all subsequent WHA Resolutions

1. All ILCA media must be in compliance with the *International Code of Marketing of Breast-milk Substitutes* and all subsequent WHA resolutions.
2. ILCA does not invest in, nor accept funding, donations, advertising nor sponsorship from sources which do not comply with the *International Code of Marketing of Breast-milk Substitutes* and all subsequent WHA resolutions.
 - a. ILCA may seek an opinion letter from an independent arbiter on matters of interpretation of the *International Code of Marketing of Breast-milk Substitutes* (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]).
 - b. ILCA 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 ILCA media.

C. Non-Endorsement Policy

1. Advertising or listing in any ILCA media does not imply endorsement by ILCA of any program, product or service.
2. Statements will be provided in each issue of the *JHL*, *ILCA e-Globe*, and on each page of the ILCA website and conference media as applicable, declaring that acceptance and publication of advertisements does not reflect endorsement by ILCA.
3. No current or former Director of ILCA may use her/his office with ILCA to endorse any literature or product, but is free to do so as a private individual.

D. Any Advertiser whose material is accepted by ILCA must confirm (by print or electronic means) that:

1. It has obtained and will maintain adequate product liability insurance coverage relative to all products advertised.
 2. It is authorized to publish the entire contents of the advertisement.
 3. It has carefully reviewed the contents of the advertisement.
 4. The advertisement is truthful and not misleading.
 5. The advertisement does not infringe upon any intellectual property law right held by a third party.
- E. Any product or service for which there is a designated fee shall be considered an advertisement.
- F. ILCA reserves the right to decline or prohibit any advertisement which in its judgment is inappropriate or contrary to its purposes. This reservation is all inclusive as to persons, things, written matter, products and conduct.
- G. In consideration of ILCA's acceptance of any advertisement, the agency and/or advertiser shall agree to indemnify and hold ILCA harmless, without limitation, from any loss or expense resulting from claims arising from the contents or subject matter of such advertisement.
- H. Any person or entity wishing to appeal any decision arising from these Advertising Policies is welcome to supply appropriate documentation to the ILCA Board of Directors.

Advertising to ILCA Members

A. Use of ILCA Member Mailing List

1. ILCA's membership mailing list can be rented for distribution of promotional literature that complies with the ILCA Advertising Policies, or to researchers whose purposes may serve the membership and do not conflict with ILCA's By-laws or policies. This can include:
 - a. Promotion of lactation-related educational offerings
 - b. Promotion of lactation-related products or services deemed by the Board of Directors to be of interest or use to ILCA members and their clients
 - c. Research that will benefit the lactation consulting profession and practice
2. The mailing list includes ILCA members who have agreed to receive mailing by third parties, and will only be provided to potential advertisers who comply with ILCA's Advertising Policies.
3. Advertisers must provide copies of all materials that will be disseminated, and must disclose any and all affiliations prior to approval. Mailing labels are available for one-time use only; failure to comply with this requirement will result in automatic rejection of future requests.

B. ILCA Website

1. ILCA's website (www.ilca.org) provides an opportunity for advertising to ILCA members, and the public-at-large.
 - a. ILCA World Wide Education Calendar (WWEC) provides an opportunity to list education events on the portion of the ILCA website which is available to the public-at-large. Basic listings are at no cost; enhanced listings may be purchased.

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ILCA Advertising Policy (continued)

- b. ILCA Career Mart provides an opportunity to purchase advertisements for employment opportunities, to be listed on the Members-Only side of the ILCA website.

Conference Exhibitor, Vendor, Advertiser and Sponsor Policies

A. General goals for advertising at the ILCA Annual Conference

1. ILCA's mission is "to advance the profession of lactation consulting worldwide through leadership, advocacy, professional development, and research."
2. ILCA's primary means to meet this mission is its annual conference.
3. ILCA's duty of fiscal responsibility includes the option to accept funds from advertisers at the ILCA conference to reduce the overall cost of the conference for members.
4. One of the benefits valued by ILCA 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. ILCA is governed by its By-Laws, which require recognition and support of the *International Code of Marketing of Breast-milk Substitutes* (*International Code of Marketing*).
6. ILCA will endeavor to ensure that all marketing within its Exhibit Hall and in its conference materials supports this Advertising and Publications Policy, and the *Int'l Code of Marketing*, and will provide materials to encourage self-examination and compliance by potential exhibitors.
7. ILCA 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. ILCA cannot police marketing in the global marketplace. ILCA cannot monitor global changes in corporate ownership. ILCA does not determine if an entity is, or is not, compliant with the *Int'l Code of Marketing*.
9. The decision to contract with an exhibitor rests with the ILCA BOD and Executive Director, after consideration of all factors designed to promote this policy, support the *Int'l Code of Marketing*, and protect ILCA.
10. ILCA may seek an opinion letter from an independent arbiter on matters of interpretation of the *Int'l Code of Marketing* (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]). ILCA 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 ILCA media.
11. All Exhibit Hall displays will be reviewed by ILCA 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 ILCA Advertising and Publications Policy has occurred are encouraged to immediately bring their complaint to the attention of the ILCA Executive Director at the conference registration desk.
13. ILCA'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 ILCA conference or workshop.

B. Acceptance of Exhibitor, Vendor, Advertiser or Sponsor

1. Exhibitors, vendors, advertisers and sponsors who provide products and services of interest to ILCA members and their clients, and who comply with ILCA'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 ILCA Advertising and Publications Policy;
 - b. A summary of the *International Code of Marketing of Breast-milk Substitutes*;

- c. A cover letter explaining that ILCA's By-laws require support of the *International Code of Marketing of Breast-milk Substitutes*, and encouraging compliance by exhibitors, using language such as the following:

Our Prospectus includes a copy of the ILCA Advertising and Publications Policy. This policy emphasizes ILCA's institutional commitment to support and comply with the *International Code of Marketing of Breast-milk Substitutes*.

ILCA is a professional organization of lactation professionals, but it is not charged with determining which companies comply with the *International Code of Marketing of Breast-milk Substitutes*. ILCA may seek an opinion letter from an independent arbiter on matters of interpretation of the International Code of Marketing of Breast-milk Substitutes (such as the International Baby Food Action Network [IBFAN] or the National Alliance for Breastfeeding Advocacy [NABA]). ILCA 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 ILCA media.

Please help ILCA to vigorously support and endorse the *Int'l Code of Marketing* by reviewing whether your product or services fall within the scope of the *Int'l Code of Marketing*, and if so, whether your marketing practices are compliant. You may find the enclosed hand-out [describing the Code] helpful in that self-determination. Attendees at the ILCA conference are encouraged to bring to our attention any violations they perceive in the application of the ILCA Advertising and Publications Policy.

3. All contracts with exhibitors, vendors, advertisers and sponsors will include the full text of ILCA's Advertising Policies.
4. Acceptance of an advertisement does not constitute ILCA's endorsement of the advertised product or service.
5. ILCA 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 ILCA 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 ILCA 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 ILCA Advertising and Publications Policy at the Conference

1. If an exhibitor, vendor, advertiser or sponsor violates ILCA's Advertising and Publications Policy, the violator may be asked to:
 - a. Remove or correct the products or media in violation of the ILCA Advertising and Publications Policy;
 - b. Immediately close the exhibit;
 - c. Remain responsible for all unpaid fees, costs, and expenses incurred in connection with its ILCA-related promotional activity;
 - d. Forfeit all claims to fees paid to any party in connection with its promotional activities.

Application to Exhibit/Advertise



2010 ILCA Conference & Annual Meeting

July 21-25, 2010 • JW Marriott • San Antonio, Texas, USA



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 ILCA. Please print the name of your firm exactly as it should appear on signage and in all printed material.

Company _____

Contact Person _____

Street Address _____

City _____ State/Province _____

Postal Code _____ Country _____

Title _____

E-mail _____

Phone _____

Exhibit Opportunities

A standard 8x10-foot booth package includes one skirted table, two chairs, one wastebasket, and one company sign. Two representatives are permitted per booth, unless additional reps are purchased below. Please view the floorplan and indicate your top three choices for booth space(s). Placements will be made on a first-come, first-served basis after sponsors have selected their space. Contact natalie@ilca.org with questions regarding availability.

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

Representative Name _____

City _____ State _____

Credentials _____

Representative Name _____

City _____ State _____

Credentials _____

How many years have you exhibited at ILCA? _____

Please indicate your booth selections below.

☐ Commercial Exhibit US\$1850

☐ Non-Profit Exhibit or Small Business (5 or fewer employees) US\$600

☐ Community Group or ILCA Affiliate (half booth space) US\$160

☐ AARC Approved Education Course (20% discount on a booth)

Exhibit Subtotal US\$ _____

A La Carte and Enhancements

Please check all that apply:

☐ Corner Upgrade for Small Business/Non-Profit US\$75

☐ Additional Representative for Small Business/Non-Profit US\$75

☐ Corner Upgrade for Commercial Booth US\$150

☐ Additional Representative for Commercial Booth US\$150

☐ Business Card Ad in Conference Handbook US\$75

☐ Quarter-Page Ad in Conference Handbook US\$200

☐ Half-Page Ad in Conference Handbook US\$300

☐ Full-Page Ad in Conference Handbook US\$500

☐ Full-Page Ad on inside front cover in Conference Handbook US\$650

☐ Full-Page Ad on inside back cover in Conference Handbook US\$650

☐ Promotional Piece in Attendee Totebag (exhibitor rate) US\$150

☐ Promotional Piece in Attendee Totebag (non-exhibitor rate) US\$400

☐ CERP Package for Exhibit Representative (Thursday - Saturday) US\$250

Enhancement Subtotal US\$ _____

Exclusive Opportunities

Please check all that apply. Based on availability.

☐ Mother Baby Room Sponsorship US\$1250

☐ Cibola Canyon Sponsorship US\$1575

☐ Internet Café Sponsorship US\$5000

☐ 25th Anniversary Birthday Party Sponsorship US\$6000

Payment in US Dollars

TOTAL AMOUNT DUE US\$ _____

☐ VISA ☐ MasterCard ☐ Check # _____

Credit Card # _____

Signature _____

Expiration Date _____

Terms

Applications are due by June 1, 2010, and must be accompanied by check or credit card information for the total amount due.

Please send your signed application (digital signatures are accepted) and full payment in US funds to:

Natalie Porterfield, ILCA Headquarters
2501 Aerial Center Parkway, Suite 103
Morrisville, NC 27560

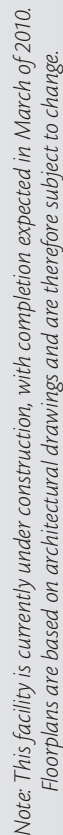
Email: natalie@ilca.org • Phone: 919.459.6102 • Fax: 919.459.2075

After June 1, 2010, contact ILCA headquarters to inquire about availability.

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

Signature _____

Date _____



Dates to Remember

March 5

Deadline to reserve ad
in the May issue of the
Journal of Human Lactation

May 5

Deadline to cancel exhibit
without penalty

May 15

Deadline to reserve ad in
Conference Handbook

May 31

Deadline for receipt
of totebag insert sample
for approval

June 1

Deadline for receipt
of company information
in Conference Handbook

June 15

Deadline for ILCA rate at
JW Marriott Hotel
(based on availability)

Contact Information

Natalie Porterfield
Director of Conferences

**International Lactation
Consultant Association**

2501 Aerial Center Pkwy
Suite 103
Morrisville, NC 27560

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